

Lampiran 1 : Analisis Latar Belakang Konsumen

| No<br>Resp | Asal informasi |       |             |          |       | Sebab-sebab membeli |          |           |           |                     | Peranan konsumen |            |         |       |      |
|------------|----------------|-------|-------------|----------|-------|---------------------|----------|-----------|-----------|---------------------|------------------|------------|---------|-------|------|
|            | TV             | Radio | Media cetak | Keluarga | Teman | Coba-coba           | Tertarik | Kebiasaan | Informasi | Mendapatkan Manfaat | Initiator        | Influencer | Decider | Buyer | User |
| 1          | X              |       |             |          |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 2          |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 3          |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 4          |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 5          |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 6          |                |       |             |          | X     |                     |          |           |           | X                   |                  |            |         |       | X    |
| 7          |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 8          |                |       |             | X        |       |                     |          | X         |           |                     |                  |            | X       |       |      |
| 9          |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 10         |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 11         |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 12         | X              |       |             |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 13         |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 14         |                |       |             |          | X     |                     |          |           |           | X                   |                  |            |         |       | X    |
| 15         | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         | X     |      |
| 16         | X              |       |             |          |       |                     | X        |           |           |                     |                  |            |         |       | X    |
| 17         |                |       | X           |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 18         |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 19         |                |       | X           |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 20         | X              |       |             |          |       |                     | X        |           |           |                     |                  |            |         |       | X    |
| 21         | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         |       | X    |
| 22         | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         | X     |      |
| 23         |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 24         |                |       |             | X        |       | X                   |          |           |           |                     |                  |            |         | X     |      |
| 25         | X              |       |             |          |       |                     | X        |           |           |                     |                  |            |         |       | X    |
| 26         |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 27         |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |

| No   | Asal informasi |       |             |          |       | Sebab-sebab membeli |          |           |           |                     | Peranan konsumen |            |         |       |      |
|------|----------------|-------|-------------|----------|-------|---------------------|----------|-----------|-----------|---------------------|------------------|------------|---------|-------|------|
| Resp | TV             | Radio | Media cetak | Keluarga | Teman | Coba-coba           | Tertarik | Kebiasaan | Informasi | Mendapatkan Manfaat | Initiator        | Influencer | Decider | Buyer | User |
| 28   | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         |       | X    |
| 29   | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         |       | X    |
| 30   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 31   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 32   | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         |       | X    |
| 33   | X              |       |             |          |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 34   |                |       |             | X        |       |                     | X        |           |           |                     |                  | X          |         |       |      |
| 35   | X              |       |             |          |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 36   | X              |       |             |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 37   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 38   |                |       |             | X        |       |                     | X        |           |           |                     |                  |            |         |       | X    |
| 39   | X              |       |             |          |       |                     | X        |           |           |                     |                  |            |         | X     |      |
| 40   | X              |       |             |          |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 41   | X              |       |             |          |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 42   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 43   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 44   |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 45   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 46   |                |       |             |          | X     |                     |          |           |           | X                   |                  |            |         |       | X    |
| 47   |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 48   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            | X       |       |      |
| 49   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 50   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 51   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 52   | X              |       |             |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 53   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 54   |                |       |             |          | X     |                     |          |           |           | X                   |                  |            |         |       | X    |
| 55   | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         | X     |      |
| 56   | X              |       |             |          |       |                     | X        |           |           |                     |                  |            |         |       | X    |



| No   | Asal informasi |       |             |          |       | Sebab-sebab membeli |          |           |           |                     | Peranan konsumen |            |         |       |      |
|------|----------------|-------|-------------|----------|-------|---------------------|----------|-----------|-----------|---------------------|------------------|------------|---------|-------|------|
| Resp | TV             | Radio | Media cetak | Keluarga | Teman | Coba-coba           | Tertarik | Kebiasaan | Informasi | Mendapatkan Manfaat | Initiator        | Influencer | Decider | Buyer | User |
| 57   |                |       | X           |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 58   |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 59   |                |       | X           |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 60   | X              |       |             |          |       |                     | X        |           |           |                     |                  |            |         |       | X    |
| 61   | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         |       | X    |
| 62   | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         | X     |      |
| 63   |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 64   |                |       |             | X        |       | X                   |          |           |           |                     |                  |            |         | X     |      |
| 65   | X              |       |             |          |       |                     | X        |           |           |                     |                  |            |         |       | X    |
| 66   |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 67   |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 68   | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         |       | X    |
| 69   | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         |       | X    |
| 70   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 71   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 72   | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         |       | X    |
| 73   | X              |       |             |          |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 74   |                |       |             | X        |       |                     | X        |           |           |                     |                  | X          |         |       |      |
| 75   | X              |       |             |          |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 76   | X              |       |             |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 77   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 78   |                |       |             | X        |       |                     | X        |           |           |                     |                  |            |         |       | X    |
| 79   | X              |       |             |          |       |                     | X        |           |           |                     |                  |            |         | X     |      |
| 80   | X              |       |             |          |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 81   | X              |       |             |          |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 82   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 83   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 84   |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 85   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |

| No<br>Resp | Asal informasi |       |             |          |       | Sebab-sebab membeli |          |           |           |                     | Peranan konsumen |            |         |       |      |
|------------|----------------|-------|-------------|----------|-------|---------------------|----------|-----------|-----------|---------------------|------------------|------------|---------|-------|------|
|            | TV             | Radio | Media cetak | Keluarga | Teman | Coba-coba           | Tertarik | Kebiasaan | Informasi | Mendapatkan Manfaat | Initiator        | Influencer | Decider | Buyer | User |
| 86         |                |       |             |          | X     |                     |          |           |           | X                   |                  |            |         |       | X    |
| 87         |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 88         |                |       |             | X        |       |                     |          | X         |           |                     |                  |            | X       |       |      |
| 89         |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 90         |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 91         |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 92         | X              |       |             |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 93         |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 94         |                |       |             |          | X     |                     |          |           |           | X                   |                  |            |         |       | X    |
| 95         | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         | X     |      |
| 96         | X              |       |             |          |       |                     | X        |           |           |                     |                  |            |         |       | X    |
| 97         |                |       | X           |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 98         |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 99         |                |       | X           |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 100        | X              |       |             |          |       |                     | X        |           |           |                     |                  |            |         |       | X    |
| 101        | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         |       | X    |
| 102        | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         | X     |      |
| 103        |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 104        |                |       |             | X        |       | X                   |          |           |           |                     |                  |            |         | X     |      |
| 105        | X              |       |             |          |       |                     | X        |           |           |                     |                  |            |         |       | X    |
| 106        |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 107        |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 108        | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         |       | X    |
| 109        | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         |       | X    |
| 110        |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 111        |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 112        | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         |       | X    |
| 113        | X              |       |             |          |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 114        |                |       |             | X        |       |                     | X        |           |           |                     |                  | X          |         |       |      |



| No   | Asal informasi |       |             |          |       | Sebab-sebab membeli |          |           |           |                     | Peranan konsumen |            |         |       |      |
|------|----------------|-------|-------------|----------|-------|---------------------|----------|-----------|-----------|---------------------|------------------|------------|---------|-------|------|
| Resp | TV             | Radio | Media cetak | Keluarga | Teman | Coba-coba           | Tertarik | Kebiasaan | Informasi | Mendapatkan Manfaat | Initiator        | Influencer | Decider | Buyer | User |
| 115  | X              |       |             |          |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 116  | X              |       |             |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 117  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 118  |                |       |             | X        |       |                     | X        |           |           |                     |                  |            |         |       | X    |
| 119  | X              |       |             |          |       |                     | X        |           |           |                     |                  |            |         | X     |      |
| 120  | X              |       |             |          |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 121  | X              |       |             |          |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 122  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 123  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 124  |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 125  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 126  |                |       |             |          | X     |                     |          |           |           | X                   |                  |            |         |       | X    |
| 127  |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 128  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            | X       |       |      |
| 129  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 130  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 131  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 132  | X              |       |             |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 133  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 134  |                |       |             |          | X     |                     |          |           |           | X                   |                  |            |         |       | X    |
| 135  | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         | X     |      |
| 136  | X              |       |             |          |       |                     | X        |           |           |                     |                  |            |         |       | X    |
| 137  |                |       | X           |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 138  |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 139  |                |       | X           |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 140  | X              |       |             |          |       |                     | X        |           |           |                     |                  |            |         |       | X    |
| 141  | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         |       | X    |
| 142  | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         | X     |      |
| 143  |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |

| No   | Asal informasi |       |             |          |       | Sebab-sebab membeli |          |           |           |                     | Peranan konsumen |            |         |       |      |
|------|----------------|-------|-------------|----------|-------|---------------------|----------|-----------|-----------|---------------------|------------------|------------|---------|-------|------|
| Resp | TV             | Radio | Media cetak | Keluarga | Teman | Coba-coba           | Tertarik | Kebiasaan | Informasi | Mendapatkan Manfaat | Initiator        | Influencer | Decider | Buyer | User |
| 144  |                |       |             | X        |       | X                   |          |           |           |                     |                  |            |         | X     |      |
| 145  | X              |       |             |          |       |                     | X        |           |           |                     |                  |            |         |       | X    |
| 146  |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 147  |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 148  | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         |       | X    |
| 149  | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         |       | X    |
| 150  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 151  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 152  | X              |       |             |          |       | X                   |          |           |           |                     |                  |            |         |       | X    |
| 153  | X              |       |             |          |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 154  |                |       |             | X        |       |                     | X        |           |           |                     |                  | X          |         |       |      |
| 155  | X              |       |             |          |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 156  | X              |       |             |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 157  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 158  |                |       |             | X        |       |                     | X        |           |           |                     |                  |            |         |       | X    |
| 159  | X              |       |             |          |       |                     | X        |           |           |                     |                  |            |         | X     |      |
| 160  | X              |       |             |          |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 161  | X              |       |             |          |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 162  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 163  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 164  |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         |       | X    |
| 165  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 166  |                |       |             |          | X     |                     |          |           |           | X                   |                  |            |         |       | X    |
| 167  |                |       |             | X        |       |                     |          |           |           | X                   |                  |            |         | X     |      |
| 168  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            | X       |       |      |
| 169  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 170  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 171  |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         | X     |      |
| 172  | X              |       |             |          |       |                     |          |           |           | X                   |                  |            |         | X     |      |



| No    | Asal informasi |       |             |          |       | Sebab-sebab membeli |          |           |           |                     | Peranan konsumen |            |         |       |      |
|-------|----------------|-------|-------------|----------|-------|---------------------|----------|-----------|-----------|---------------------|------------------|------------|---------|-------|------|
| Resp  | TV             | Radio | Media cetak | Keluarga | Teman | Coba-coba           | Tertarik | Kebiasaan | Informasi | Mendapatkan Manfaat | Initiator        | Influencer | Decider | Buyer | User |
| 173   |                |       |             | X        |       |                     |          | X         |           |                     |                  |            |         |       | X    |
| 174   |                |       |             |          | X     |                     |          |           |           | X                   |                  |            |         |       | X    |
| Total | 66             | 0     | 8           | 90       | 10    | 28                  | 24       | 66        | 0         | 56                  | 0                | 4          | 4       | 56    | 110  |



## Lampiran 1 : Analisis Latar Belakang Konsumen

| No<br>Resp | Variabel yang dipilih |       |         |        |         | Frekwensi |    |    |    |      | Tempat membeli  |                |      |                 | Ukuran pasta gigi |        |       | Merek     |          |           |         |         |
|------------|-----------------------|-------|---------|--------|---------|-----------|----|----|----|------|-----------------|----------------|------|-----------------|-------------------|--------|-------|-----------|----------|-----------|---------|---------|
|            | Harga                 | Merek | Manfaat | Ukuran | Kemasan | 1X        | 2X | 3X | 4X | > 4X | Super<br>market | Mini<br>market | Toko | Kios/<br>Warung | Besar             | Sedang | Kecil | Pepsodent | Close up | Ciptadent | Formula | Lainnya |
| 1          |                       | X     |         |        |         |           |    | X  |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 2          |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 3          |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 4          |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 5          |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 6          |                       | X     |         |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 7          |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 8          |                       |       | X       |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 9          | X                     |       |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 10         | X                     |       |         |        |         |           | X  |    |    |      |                 |                | X    |                 |                   | X      |       | X         |          |           |         |         |
| 11         |                       |       | X       |        |         |           |    | X  |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 12         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 13         |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 14         |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 |                   | X      |       | X         |          |           |         |         |
| 15         |                       | X     |         |        |         |           | X  |    |    |      |                 | X              |      |                 | X                 |        |       | X         |          |           |         |         |
| 16         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 17         | X                     |       |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 18         |                       |       | X       |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 19         |                       |       | X       |        |         |           |    | X  |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 20         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 21         |                       |       | X       |        |         |           |    | X  |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 22         |                       | X     |         |        |         |           |    | X  |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 23         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 24         | X                     |       |         |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 25         |                       |       | X       |        |         |           |    | X  |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 26         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 27         |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 28         |                       | X     |         |        |         |           |    | X  |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 29         | X                     |       |         |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 30         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 31         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 32         |                       | X     |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 33         |                       |       |         |        | X       |           | X  |    |    |      |                 |                | X    |                 |                   | X      |       | X         |          |           |         |         |
| 34         |                       | X     |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 35         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 36         |                       | X     |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |



| No<br>Resp | Variabel yang dipilih |       |         |        |         | Frekwensi |    |    |    |      | Tempat membeli  |                |      |                 | Ukuran pasta gigi |        |       | Merek     |          |           |         |         |
|------------|-----------------------|-------|---------|--------|---------|-----------|----|----|----|------|-----------------|----------------|------|-----------------|-------------------|--------|-------|-----------|----------|-----------|---------|---------|
|            | Harga                 | Merek | Manfaat | Ukuran | Kemasan | 1X        | 2X | 3X | 4X | > 4X | Super<br>market | Mini<br>market | Toko | Kios/<br>Warung | Besar             | Sedang | Kecil | Pepsodent | Close up | Ciptadent | Formula | Lainnya |
| 37         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 38         | X                     |       |         |        |         | X         |    |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 39         |                       | X     |         |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 40         |                       |       |         |        | X       |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 41         |                       | X     |         |        |         |           |    | X  |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 42         |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 43         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 44         |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 45         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 46         |                       | X     |         |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 47         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 48         |                       |       | X       |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 49         | X                     |       |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 50         | X                     |       |         |        |         |           | X  |    |    |      |                 |                | X    |                 |                   | X      |       | X         |          |           |         |         |
| 51         |                       |       | X       |        |         |           |    | X  |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 52         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 53         |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 54         |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 |                   | X      |       | X         |          |           |         |         |
| 55         |                       | X     |         |        |         |           | X  |    |    |      |                 | X              |      |                 | X                 |        |       | X         |          |           |         |         |
| 56         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 57         | X                     |       |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 58         |                       |       | X       |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 59         |                       |       | X       |        |         |           |    | X  |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 60         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 61         |                       |       | X       |        |         |           |    | X  |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 62         |                       | X     |         |        |         |           |    | X  |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 63         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 64         | X                     |       |         |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 65         |                       |       | X       |        |         |           |    | X  |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 66         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 67         |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 68         |                       | X     |         |        |         |           |    | X  |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 69         | X                     |       |         |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 70         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 71         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 72         |                       | X     |         |        |         | X         |    |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 73         |                       |       |         |        | X       | X         |    |    |    |      |                 |                | X    |                 |                   | X      |       | X         |          |           |         |         |
| 74         |                       | X     |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |

| No<br>Resp | Variabel yang dipilih |       |         |        |         | Frekwensi |    |    |    |      | Tempat membeli  |                |      |                 | Ukuran pasta gigi |        |       | Merek     |          |           |         |         |
|------------|-----------------------|-------|---------|--------|---------|-----------|----|----|----|------|-----------------|----------------|------|-----------------|-------------------|--------|-------|-----------|----------|-----------|---------|---------|
|            | Harga                 | Merek | Manfaat | Ukuran | Kemasan | 1X        | 2X | 3X | 4X | > 4X | Super<br>market | Mini<br>market | Toko | Kios/<br>Warung | Besar             | Sedang | Kecil | Pepsodent | Close up | Ciptadent | Formula | Lainnya |
| 69         | X                     |       |         |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 70         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 71         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 72         |                       | X     |         |        |         | X         |    |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 73         |                       |       |         |        | X       | X         |    |    |    |      |                 |                | X    |                 |                   | X      |       | X         |          |           |         |         |
| 74         |                       | X     |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 75         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 76         |                       | X     |         |        |         | X         |    |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 77         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 78         | X                     |       |         |        |         | X         |    |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 79         |                       | X     |         |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 80         |                       |       |         |        | X       |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 81         |                       | X     |         |        |         |           |    | X  |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 82         |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 83         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 84         |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 85         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 86         |                       | X     |         |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 87         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 88         |                       |       | X       |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 89         | X                     |       |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 90         | X                     |       |         |        |         |           | X  |    |    |      |                 |                | X    |                 |                   | X      |       | X         |          |           |         |         |
| 91         |                       |       | X       |        |         |           |    | X  |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 92         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 93         |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 94         |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 |                   | X      |       | X         |          |           |         |         |
| 95         |                       | X     |         |        |         |           | X  |    |    |      |                 | X              |      |                 | X                 |        |       | X         |          |           |         |         |
| 96         |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 97         | X                     |       |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 98         |                       |       | X       |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 99         |                       |       | X       |        |         |           |    | X  |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 100        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 101        |                       |       | X       |        |         |           |    | X  |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 102        |                       | X     |         |        |         |           |    | X  |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 103        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |

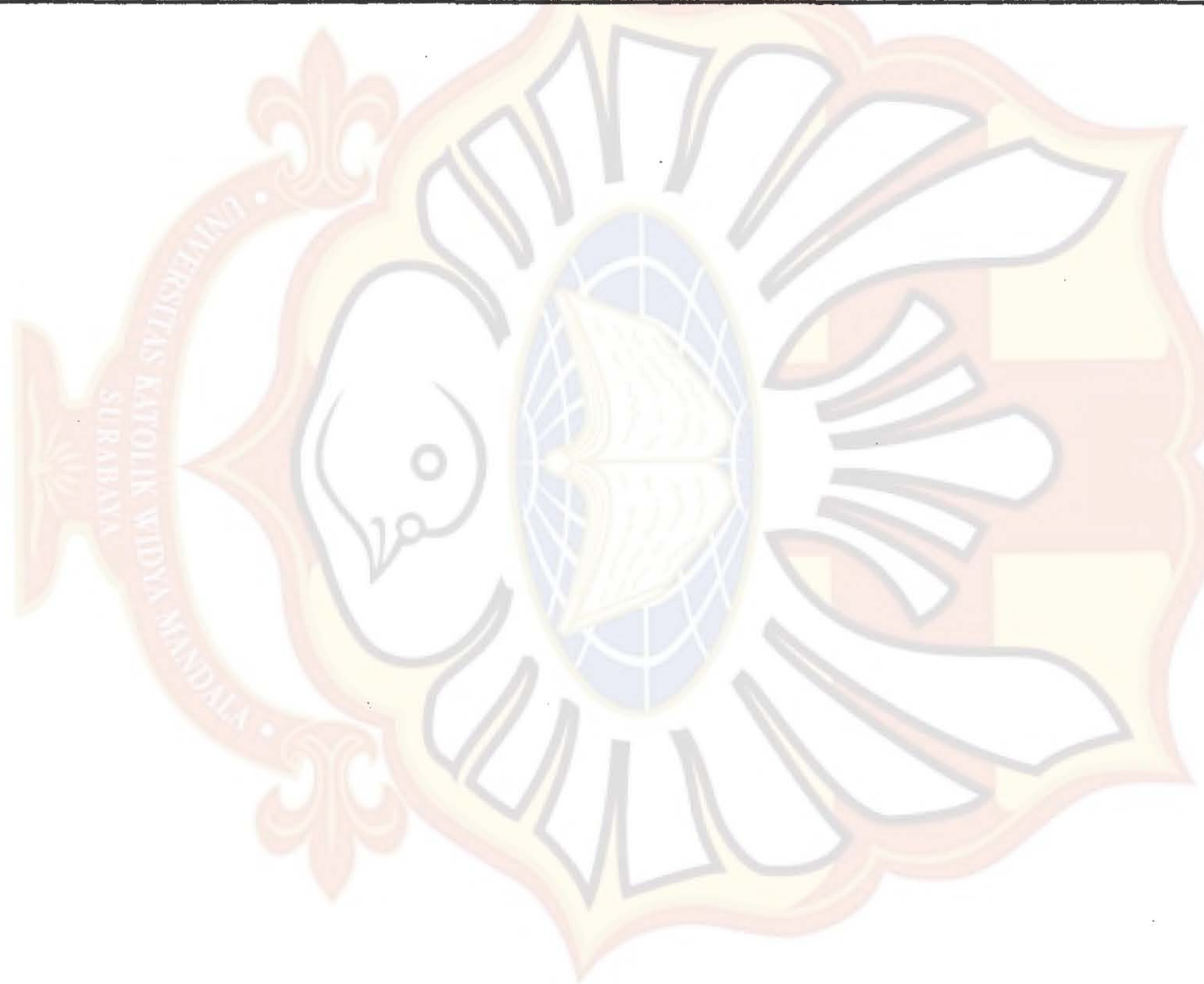


| No<br>Resp | Variabel yang dipilih |       |         |        |         | Frekwensi |    |    |    |      | Tempat membeli  |                |      |                 | Ukuran pasta gigi |        |       | Merek     |          |           |         |         |
|------------|-----------------------|-------|---------|--------|---------|-----------|----|----|----|------|-----------------|----------------|------|-----------------|-------------------|--------|-------|-----------|----------|-----------|---------|---------|
|            | Harga                 | Merek | Manfaat | Ukuran | Kemasan | 1X        | 2X | 3X | 4X | > 4X | Super<br>market | Mini<br>market | Toko | Kios/<br>Warung | Besar             | Sedang | Kecil | Pepsodent | Close up | Ciptadent | Formula | Lainnya |
| 104        | X                     |       |         |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 105        |                       |       | X       |        |         |           |    | X  |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 106        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 107        |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 108        |                       | X     |         |        |         |           |    | X  |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 109        | X                     |       |         |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 110        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 111        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 112        |                       | X     |         |        |         | X         |    |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 113        |                       |       |         |        | X       | X         |    |    |    |      |                 |                | X    |                 |                   | X      |       | X         |          |           |         |         |
| 114        |                       | X     |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 115        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 116        |                       | X     |         |        |         | X         |    |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 117        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 118        | X                     |       |         |        |         | X         |    |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 119        |                       | X     |         |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 120        |                       |       |         |        | X       |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 121        |                       | X     |         |        |         |           |    | X  |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 122        |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 123        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 124        |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 125        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 126        |                       | X     |         |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 127        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 128        |                       |       | X       |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 129        | X                     |       |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 130        | X                     |       |         |        |         |           | X  |    |    |      |                 |                | X    |                 |                   | X      |       | X         |          |           |         |         |
| 131        |                       |       | X       |        |         |           |    | X  |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 132        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 133        |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 134        |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 |                   | X      |       | X         |          |           |         |         |
| 135        |                       | X     |         |        |         |           | X  |    |    |      |                 | X              |      |                 | X                 |        |       | X         |          |           |         |         |
| 136        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 137        | X                     |       |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 138        |                       |       | X       |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |

| No<br>Resp | Variabel yang dipilih |       |         |        |         | Frekwensi |    |    |    |      | Tempat membeli  |                |      |                 | Ukuran pasta gigi |        |       | Merek     |          |           |         |         |
|------------|-----------------------|-------|---------|--------|---------|-----------|----|----|----|------|-----------------|----------------|------|-----------------|-------------------|--------|-------|-----------|----------|-----------|---------|---------|
|            | Harga                 | Merek | Manfaat | Ukuran | Kemasan | 1X        | 2X | 3X | 4X | > 4X | Super<br>market | Mini<br>market | Toko | Kios/<br>Warung | Besar             | Sedang | Kecil | Pepsodent | Close up | Ciptadent | Formula | Lainnya |
| 139        |                       |       | X       |        |         |           |    | X  |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 140        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 141        |                       |       | X       |        |         |           |    | X  |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 142        |                       | X     |         |        |         |           |    | X  |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 143        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 144        | X                     |       |         |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 145        |                       |       | X       |        |         |           |    | X  |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 146        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 147        |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 148        |                       | X     |         |        |         |           |    | X  |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 149        | X                     |       |         |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 150        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 151        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 152        |                       | X     |         |        |         | X         |    |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 153        |                       |       |         |        | X       | X         |    |    |    |      |                 |                | X    |                 |                   | X      |       | X         |          |           |         |         |
| 154        |                       | X     |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 155        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 156        |                       | X     |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 157        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 158        | X                     |       |         |        |         | X         |    |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 159        |                       | X     |         |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 160        |                       |       |         |        | X       |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 161        |                       | X     |         |        |         |           |    | X  |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 162        |                       |       | X       |        |         |           | X  |    |    |      |                 | X              |      |                 | X                 |        |       | X         |          |           |         |         |
| 163        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 164        |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |
| 165        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 |                   | X      |       | X         |          |           |         |         |
| 166        |                       | X     |         |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 167        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 168        |                       |       | X       |        |         |           | X  |    |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 169        | X                     |       |         |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 170        | X                     |       |         |        |         |           | X  |    |    |      |                 |                | X    |                 |                   | X      |       | X         |          |           |         |         |
| 171        |                       |       | X       |        |         |           |    | X  |    |      |                 | X              |      |                 |                   | X      |       | X         |          |           |         |         |
| 172        |                       |       | X       |        |         |           | X  |    |    |      | X               |                |      |                 | X                 |        |       | X         |          |           |         |         |
| 173        |                       |       | X       |        |         |           | X  |    |    |      |                 |                | X    |                 | X                 |        |       | X         |          |           |         |         |



| No<br>Resp | Variabel yang dipilih |       |         |        |         | Frekwensi |     |    |    |      | Tempat membeli  |                |      |                 | Ukuran pasta gigi |        |       | Merek     |          |           |         |         |
|------------|-----------------------|-------|---------|--------|---------|-----------|-----|----|----|------|-----------------|----------------|------|-----------------|-------------------|--------|-------|-----------|----------|-----------|---------|---------|
|            | Harga                 | Merck | Manfaat | Ukuran | Kemasan | 1X        | 2X  | 3X | 4X | > 4X | Super<br>market | Mini<br>market | Toko | Kios/<br>Warung | Besar             | Sedang | Kecil | Pepsodent | Close up | Ciptadent | Formula | Lainnya |
| 174        |                       |       | X       |        |         |           | X   |    |    |      |                 |                | X    |                 |                   | X      |       | X         |          |           |         |         |
| Total      | 26                    | 38    | 102     | 0      | 8       | 16        | 128 | 30 | 0  | 0    | 107             | 31             | 36   | 0               | 105               | 69     | 0     | 174       | 0        | 0         | 0       | 0       |



**Lampiran 2. Pilihan Utama dari faktor-faktor harga yang paling diinginkan yang diinginkan oleh konsumen.**

| No | Faktor-faktor yang dipertimbangkan |                 |                 |                   |
|----|------------------------------------|-----------------|-----------------|-------------------|
|    | Potongan Harga                     | Bonus Pembelian | Hadiah Langsung | Harga yang sesuai |
| 1  | 4                                  | 3               | 2               | 1                 |
| 2  | 2                                  | 3               | 4               | 1                 |
| 3  | 1                                  | 3               | 2               | 4                 |
| 4  | 3                                  | 4               | 2               | 1                 |
| 5  | 3                                  | 2               | 1               | 4                 |
| 6  | 3                                  | 4               | 1               | 2                 |
| 7  | 4                                  | 3               | 2               | 1                 |
| 8  | 3                                  | 2               | 4               | 1                 |
| 9  | 2                                  | 3               | 4               | 1                 |
| 10 | 3                                  | 4               | 2               | 1                 |
| 11 | 3                                  | 2               | 4               | 1                 |
| 12 | 2                                  | 4               | 3               | 1                 |
| 13 | 4                                  | 3               | 1               | 2                 |
| 14 | 1                                  | 4               | 2               | 3                 |
| 15 | 2                                  | 4               | 3               | 1                 |
| 16 | 3                                  | 2               | 4               | 1                 |
| 17 | 1                                  | 3               | 4               | 2                 |
| 18 | 2                                  | 3               | 4               | 1                 |
| 19 | 2                                  | 4               | 3               | 1                 |
| 20 | 4                                  | 1               | 2               | 3                 |
| 21 | 3                                  | 2               | 1               | 4                 |
| 22 | 3                                  | 2               | 4               | 1                 |
| 23 | 2                                  | 3               | 4               | 1                 |
| 24 | 4                                  | 3               | 2               | 1                 |
| 25 | 1                                  | 4               | 2               | 3                 |
| 26 | 1                                  | 3               | 4               | 2                 |
| 27 | 2                                  | 4               | 3               | 1                 |
| 28 | 1                                  | 4               | 2               | 3                 |
| 29 | 1                                  | 3               | 2               | 4                 |
| 30 | 2                                  | 3               | 4               | 1                 |
| 31 | 2                                  | 3               | 4               | 1                 |
| 32 | 1                                  | 3               | 4               | 2                 |
| 33 | 4                                  | 3               | 1               | 2                 |
| 34 | 2                                  | 4               | 3               | 1                 |
| 35 | 2                                  | 3               | 4               | 1                 |
| 36 | 3                                  | 4               | 2               | 1                 |
| 37 | 2                                  | 4               | 3               | 1                 |
| 38 | 1                                  | 2               | 4               | 3                 |
| 39 | 4                                  | 3               | 2               | 1                 |
| 40 | 2                                  | 4               | 3               | 1                 |
| 41 | 4                                  | 3               | 2               | 1                 |
| 42 | 2                                  | 3               | 4               | 1                 |
| 43 | 1                                  | 3               | 2               | 1                 |
| 44 | 3                                  | 4               | 2               | 4                 |
| 45 | 3                                  | 2               | 1               | 1                 |
| 46 | 3                                  | 4               | 1               | 4                 |
| 47 | 4                                  | 3               | 2               | 2                 |
| 48 | 3                                  | 2               | 4               | 1                 |



**Lampiran 2. Pilihan Utama dari faktor-faktor harga yang paling diinginkan yang diinginkan oleh konsumen.**

|    |   |   |   |   |
|----|---|---|---|---|
| 49 | 2 | 3 | 4 | 1 |
| 50 | 3 | 4 | 2 | 1 |
| 51 | 3 | 2 | 4 | 1 |
| 52 | 2 | 4 | 3 | 1 |
| 53 | 4 | 3 | 1 | 2 |
| 54 | 1 | 4 | 2 | 3 |
| 55 | 2 | 4 | 3 | 1 |
| 56 | 3 | 2 | 4 | 1 |
| 57 | 1 | 3 | 4 | 2 |
| 58 | 2 | 3 | 4 | 1 |
| 59 | 2 | 4 | 3 | 1 |
| 60 | 4 | 1 | 2 | 3 |
| 61 | 3 | 2 | 1 | 4 |
| 62 | 3 | 2 | 4 | 1 |
| 63 | 2 | 3 | 4 | 1 |
| 64 | 4 | 3 | 2 | 1 |
| 65 | 1 | 4 | 2 | 3 |
| 66 | 1 | 3 | 4 | 2 |
| 67 | 2 | 4 | 3 | 1 |
| 68 | 1 | 4 | 2 | 3 |
| 69 | 1 | 3 | 2 | 4 |
| 70 | 2 | 3 | 4 | 1 |
| 71 | 2 | 3 | 4 | 1 |
| 72 | 1 | 3 | 4 | 2 |
| 73 | 4 | 3 | 1 | 2 |
| 74 | 2 | 4 | 3 | 1 |
| 75 | 2 | 3 | 4 | 1 |
| 76 | 3 | 4 | 2 | 1 |
| 77 | 2 | 4 | 3 | 1 |
| 78 | 1 | 2 | 4 | 3 |
| 79 | 4 | 3 | 2 | 1 |
| 80 | 2 | 4 | 3 | 1 |
| 81 | 4 | 3 | 2 | 1 |
| 82 | 2 | 3 | 4 | 1 |
| 83 | 1 | 3 | 2 | 1 |
| 84 | 3 | 4 | 2 | 4 |
| 85 | 3 | 2 | 1 | 1 |
| 86 | 3 | 4 | 1 | 4 |
| 87 | 4 | 3 | 2 | 2 |
| 88 | 3 | 2 | 4 | 1 |
| 89 | 2 | 3 | 4 | 1 |
| 90 | 3 | 4 | 2 | 1 |
| 91 | 3 | 2 | 4 | 1 |
| 92 | 2 | 4 | 3 | 1 |
| 93 | 4 | 3 | 1 | 2 |
| 94 | 1 | 4 | 2 | 3 |
| 95 | 2 | 4 | 3 | 1 |
| 96 | 3 | 2 | 4 | 1 |
| 97 | 1 | 3 | 4 | 2 |

**Lampiran 2. Pilihan Utama dari faktor-faktor harga yang paling diinginkan yang diinginkan oleh konsumen.**

|     |   |   |   |   |
|-----|---|---|---|---|
| 98  | 2 | 3 | 4 | 1 |
| 99  | 2 | 4 | 3 | 1 |
| 100 | 4 | 1 | 2 | 3 |
| 101 | 3 | 2 | 1 | 4 |
| 102 | 3 | 2 | 4 | 1 |
| 103 | 2 | 3 | 4 | 1 |
| 104 | 4 | 3 | 2 | 1 |
| 105 | 1 | 4 | 2 | 3 |
| 106 | 1 | 3 | 4 | 2 |
| 107 | 2 | 4 | 3 | 1 |
| 108 | 1 | 4 | 2 | 3 |
| 109 | 1 | 3 | 2 | 4 |
| 110 | 2 | 3 | 4 | 1 |
| 111 | 2 | 3 | 4 | 1 |
| 112 | 1 | 3 | 4 | 2 |
| 113 | 4 | 3 | 1 | 2 |
| 114 | 2 | 4 | 3 | 1 |
| 115 | 2 | 3 | 4 | 1 |
| 116 | 3 | 4 | 2 | 1 |
| 117 | 2 | 4 | 3 | 1 |
| 118 | 1 | 2 | 4 | 3 |
| 119 | 4 | 3 | 2 | 1 |
| 120 | 2 | 4 | 3 | 1 |
| 121 | 4 | 3 | 2 | 1 |
| 122 | 2 | 3 | 4 | 1 |
| 123 | 1 | 3 | 2 | 1 |
| 124 | 3 | 4 | 2 | 4 |
| 125 | 3 | 2 | 1 | 1 |
| 126 | 3 | 4 | 1 | 4 |
| 127 | 4 | 3 | 2 | 2 |
| 128 | 3 | 2 | 4 | 1 |
| 129 | 2 | 3 | 4 | 1 |
| 130 | 3 | 4 | 2 | 1 |
| 131 | 3 | 2 | 4 | 1 |
| 132 | 2 | 4 | 3 | 1 |
| 133 | 4 | 3 | 1 | 2 |
| 134 | 1 | 4 | 2 | 3 |
| 135 | 2 | 4 | 3 | 1 |
| 136 | 3 | 2 | 4 | 1 |
| 137 | 1 | 3 | 4 | 2 |
| 138 | 2 | 3 | 4 | 1 |
| 139 | 2 | 4 | 3 | 1 |
| 140 | 4 | 1 | 2 | 3 |
| 141 | 3 | 2 | 1 | 4 |
| 142 | 3 | 2 | 4 | 1 |
| 143 | 2 | 3 | 4 | 1 |
| 144 | 4 | 3 | 2 | 1 |
| 145 | 1 | 4 | 2 | 3 |
| 146 | 1 | 3 | 4 | 2 |



**Lampiran 2. Pilihan Utama dari faktor-faktor harga yang paling diinginkan yang diinginkan oleh konsumen.**

|     |   |   |   |   |
|-----|---|---|---|---|
| 147 | 2 | 4 | 3 | 1 |
| 148 | 1 | 4 | 2 | 3 |
| 149 | 1 | 3 | 2 | 4 |
| 150 | 2 | 3 | 4 | 1 |
| 151 | 2 | 3 | 4 | 1 |
| 152 | 1 | 3 | 4 | 2 |
| 153 | 4 | 3 | 1 | 2 |
| 154 | 2 | 4 | 3 | 1 |
| 155 | 2 | 3 | 4 | 1 |
| 156 | 3 | 4 | 2 | 1 |
| 157 | 2 | 4 | 3 | 1 |
| 158 | 1 | 2 | 4 | 3 |
| 159 | 4 | 3 | 2 | 1 |
| 160 | 2 | 4 | 3 | 1 |
| 161 | 4 | 3 | 2 | 1 |
| 162 | 2 | 3 | 4 | 1 |
| 163 | 1 | 3 | 2 | 1 |
| 164 | 3 | 4 | 2 | 4 |
| 165 | 3 | 2 | 1 | 1 |
| 166 | 3 | 4 | 1 | 4 |
| 167 | 4 | 3 | 2 | 2 |
| 168 | 3 | 2 | 4 | 1 |
| 169 | 2 | 3 | 4 | 1 |
| 170 | 3 | 4 | 2 | 1 |
| 171 | 3 | 2 | 4 | 1 |
| 172 | 2 | 4 | 3 | 1 |
| 173 | 4 | 3 | 1 | 2 |
| 174 | 1 | 4 | 2 | 3 |

**Lampiran 3: Pilihan utama dari faktor-faktor yang dipertimbangkan dari faktor harga dalam hubungannya dengan kualitas produk.**

| No | Faktor-faktor yang dipertimbangkan |                  |                   |                        |
|----|------------------------------------|------------------|-------------------|------------------------|
|    | Formula bermanfaat                 | Mutu yang sesuai | Keunggulan produk | Manfaat yang diperoleh |
| 1  | 2                                  | 3                | 4                 | 1                      |
| 2  | 2                                  | 3                | 4                 | 1                      |
| 3  | 3                                  | 4                | 2                 | 1                      |
| 4  | 1                                  | 4                | 3                 | 2                      |
| 5  | 1                                  | 2                | 4                 | 3                      |
| 6  | 3                                  | 1                | 4                 | 2                      |
| 7  | 3                                  | 2                | 4                 | 1                      |
| 8  | 1                                  | 2                | 4                 | 3                      |
| 9  | 1                                  | 2                | 3                 | 4                      |
| 10 | 2                                  | 4                | 1                 | 3                      |
| 11 | 4                                  | 3                | 1                 | 2                      |
| 12 | 4                                  | 3                | 2                 | 1                      |
| 13 | 2                                  | 3                | 4                 | 1                      |
| 14 | 3                                  | 1                | 4                 | 2                      |
| 15 | 4                                  | 3                | 2                 | 1                      |
| 16 | 2                                  | 3                | 4                 | 1                      |
| 17 | 1                                  | 3                | 2                 | 4                      |
| 18 | 1                                  | 2                | 3                 | 4                      |
| 19 | 1                                  | 3                | 2                 | 4                      |
| 20 | 2                                  | 3                | 1                 | 4                      |
| 21 | 1                                  | 3                | 4                 | 2                      |
| 22 | 4                                  | 1                | 3                 | 2                      |
| 23 | 1                                  | 3                | 4                 | 2                      |
| 24 | 3                                  | 1                | 4                 | 2                      |
| 25 | 4                                  | 1                | 2                 | 3                      |
| 26 | 2                                  | 1                | 4                 | 3                      |
| 27 | 3                                  | 4                | 2                 | 1                      |
| 28 | 3                                  | 4                | 2                 | 1                      |
| 29 | 3                                  | 4                | 2                 | 1                      |
| 30 | 4                                  | 1                | 3                 | 2                      |
| 31 | 4                                  | 3                | 1                 | 2                      |
| 32 | 1                                  | 2                | 4                 | 3                      |
| 33 | 3                                  | 4                | 2                 | 1                      |
| 34 | 4                                  | 2                | 3                 | 1                      |
| 35 | 1                                  | 2                | 3                 | 4                      |
| 36 | 1                                  | 3                | 4                 | 2                      |
| 37 | 4                                  | 2                | 3                 | 1                      |
| 38 | 1                                  | 3                | 4                 | 2                      |
| 39 | 2                                  | 3                | 1                 | 4                      |
| 40 | 1                                  | 3                | 4                 | 2                      |
| 41 | 2                                  | 3                | 4                 | 1                      |
| 42 | 2                                  | 3                | 4                 | 1                      |
| 43 | 3                                  | 4                | 2                 | 1                      |
| 44 | 1                                  | 4                | 3                 | 2                      |
| 45 | 1                                  | 2                | 4                 | 3                      |
| 46 | 3                                  | 1                | 4                 | 2                      |



**Lampiran 3: Pilihan utama dari faktor-faktor yang dipertimbangkan dari faktor harga dalam hubungannya dengan kualitas produk.**

|    |   |   |   |   |
|----|---|---|---|---|
| 47 | 3 | 2 | 4 | 1 |
| 48 | 1 | 2 | 4 | 3 |
| 49 | 1 | 2 | 3 | 4 |
| 50 | 2 | 4 | 1 | 3 |
| 51 | 4 | 3 | 1 | 2 |
| 52 | 4 | 3 | 2 | 1 |
| 53 | 2 | 3 | 4 | 1 |
| 54 | 3 | 1 | 4 | 2 |
| 55 | 4 | 3 | 2 | 1 |
| 56 | 2 | 3 | 4 | 1 |
| 57 | 1 | 3 | 2 | 4 |
| 58 | 1 | 2 | 3 | 4 |
| 59 | 1 | 3 | 2 | 4 |
| 60 | 2 | 3 | 1 | 4 |
| 61 | 1 | 3 | 4 | 2 |
| 62 | 4 | 1 | 3 | 2 |
| 63 | 1 | 3 | 4 | 2 |
| 64 | 3 | 1 | 4 | 2 |
| 65 | 4 | 1 | 2 | 3 |
| 66 | 2 | 1 | 4 | 3 |
| 67 | 3 | 4 | 2 | 1 |
| 68 | 3 | 4 | 2 | 1 |
| 69 | 3 | 4 | 2 | 1 |
| 70 | 4 | 1 | 3 | 2 |
| 71 | 4 | 3 | 1 | 2 |
| 72 | 1 | 2 | 4 | 3 |
| 73 | 3 | 4 | 2 | 1 |
| 74 | 4 | 2 | 3 | 1 |
| 75 | 1 | 2 | 3 | 4 |
| 76 | 1 | 3 | 4 | 2 |
| 77 | 4 | 2 | 3 | 1 |
| 78 | 1 | 3 | 4 | 2 |
| 79 | 2 | 3 | 1 | 4 |
| 80 | 1 | 3 | 4 | 2 |
| 81 | 2 | 3 | 4 | 1 |
| 82 | 2 | 3 | 4 | 1 |
| 83 | 3 | 4 | 2 | 1 |
| 84 | 1 | 4 | 3 | 2 |
| 85 | 1 | 2 | 4 | 3 |
| 86 | 3 | 1 | 4 | 2 |
| 87 | 3 | 2 | 4 | 1 |
| 88 | 1 | 2 | 4 | 3 |
| 89 | 1 | 2 | 3 | 4 |
| 90 | 2 | 4 | 1 | 3 |
| 91 | 4 | 3 | 1 | 2 |
| 92 | 4 | 3 | 2 | 1 |
| 93 | 2 | 3 | 4 | 1 |
| 94 | 3 | 1 | 4 | 2 |

**Lampiran 3: Pilihan utama dari faktor-faktor yang dipertimbangkan dari faktor harga dalam hubungannya dengan kualitas produk.**

|     |   |   |   |   |
|-----|---|---|---|---|
| 95  | 4 | 3 | 2 | 1 |
| 96  | 2 | 3 | 4 | 1 |
| 97  | 1 | 3 | 2 | 4 |
| 98  | 1 | 2 | 3 | 4 |
| 99  | 1 | 3 | 2 | 4 |
| 100 | 2 | 3 | 1 | 4 |
| 101 | 1 | 3 | 4 | 2 |
| 102 | 4 | 1 | 3 | 2 |
| 103 | 1 | 3 | 4 | 2 |
| 104 | 3 | 1 | 4 | 2 |
| 105 | 4 | 1 | 2 | 3 |
| 106 | 2 | 1 | 4 | 3 |
| 107 | 3 | 4 | 2 | 1 |
| 108 | 3 | 4 | 2 | 1 |
| 109 | 3 | 4 | 2 | 1 |
| 110 | 4 | 1 | 3 | 2 |
| 111 | 4 | 3 | 1 | 2 |
| 112 | 1 | 2 | 4 | 3 |
| 113 | 3 | 4 | 2 | 1 |
| 114 | 4 | 2 | 3 | 1 |
| 115 | 1 | 2 | 3 | 4 |
| 116 | 1 | 3 | 4 | 2 |
| 117 | 4 | 2 | 3 | 1 |
| 118 | 1 | 3 | 4 | 2 |
| 119 | 2 | 3 | 1 | 4 |
| 120 | 1 | 3 | 4 | 2 |
| 121 | 2 | 3 | 4 | 1 |
| 122 | 2 | 3 | 4 | 1 |
| 123 | 3 | 4 | 2 | 1 |
| 124 | 1 | 4 | 3 | 2 |
| 125 | 1 | 2 | 4 | 3 |
| 126 | 3 | 1 | 4 | 2 |
| 127 | 3 | 2 | 4 | 1 |
| 128 | 1 | 2 | 4 | 3 |
| 129 | 1 | 2 | 3 | 4 |
| 130 | 2 | 4 | 1 | 3 |
| 131 | 4 | 3 | 1 | 2 |
| 132 | 4 | 3 | 2 | 1 |
| 133 | 2 | 3 | 4 | 1 |
| 134 | 3 | 1 | 4 | 2 |
| 135 | 4 | 3 | 2 | 1 |
| 136 | 2 | 3 | 4 | 1 |
| 137 | 1 | 3 | 2 | 4 |
| 138 | 1 | 2 | 3 | 4 |
| 139 | 1 | 3 | 2 | 4 |
| 140 | 2 | 3 | 1 | 4 |
| 141 | 1 | 3 | 4 | 2 |
| 142 | 4 | 1 | 3 | 2 |



**Lampiran 3: Pilihan utama dari faktor-faktor yang dipertimbangkan dari faktor harga dalam hubungannya dengan kualitas produk.**

|     |   |   |   |   |
|-----|---|---|---|---|
| 143 | 1 | 3 | 4 | 2 |
| 144 | 3 | 1 | 4 | 2 |
| 145 | 4 | 1 | 2 | 3 |
| 146 | 2 | 1 | 4 | 3 |
| 147 | 3 | 4 | 2 | 1 |
| 148 | 3 | 4 | 2 | 1 |
| 149 | 3 | 4 | 2 | 1 |
| 150 | 4 | 1 | 3 | 2 |
| 151 | 4 | 3 | 1 | 2 |
| 152 | 1 | 2 | 4 | 3 |
| 153 | 3 | 4 | 2 | 1 |
| 154 | 4 | 2 | 3 | 1 |
| 155 | 1 | 2 | 3 | 4 |
| 156 | 1 | 3 | 4 | 2 |
| 157 | 4 | 2 | 3 | 1 |
| 158 | 1 | 3 | 4 | 2 |
| 159 | 2 | 3 | 1 | 4 |
| 160 | 1 | 3 | 4 | 2 |
| 161 | 2 | 3 | 4 | 1 |
| 162 | 2 | 3 | 4 | 1 |
| 163 | 3 | 4 | 2 | 1 |
| 164 | 1 | 4 | 3 | 2 |
| 165 | 1 | 2 | 4 | 3 |
| 166 | 3 | 1 | 4 | 2 |
| 167 | 3 | 2 | 4 | 1 |
| 168 | 1 | 2 | 4 | 3 |
| 169 | 1 | 2 | 3 | 4 |
| 170 | 2 | 4 | 1 | 3 |
| 171 | 4 | 3 | 1 | 2 |
| 172 | 4 | 3 | 2 | 1 |
| 173 | 2 | 3 | 4 | 1 |
| 174 | 3 | 1 | 4 | 2 |

**Lampiran 4: Pilihan utama dari faktor-faktor yang diinginkan dari produk Pepsodent dalam hubungannya dengan tingkat harga saat ini.**

| Faktor-faktor yang dipertimbangkan |              |                    |                   |
|------------------------------------|--------------|--------------------|-------------------|
| No                                 | Kemasan      | Manfaat            | Perubahan bentuk  |
| Resp                               | yang menarik | bagi gigi dan gusi | pasta menjadi gel |
| 1                                  | 3            | 1                  | 2                 |
| 2                                  | 3            | 1                  | 2                 |
| 3                                  | 2            | 1                  | 3                 |
| 4                                  | 3            | 1                  | 2                 |
| 5                                  | 3            | 1                  | 2                 |
| 6                                  | 3            | 1                  | 2                 |
| 7                                  | 2            | 1                  | 3                 |
| 8                                  | 3            | 1                  | 2                 |
| 9                                  | 2            | 1                  | 3                 |
| 10                                 | 3            | 1                  | 2                 |
| 11                                 | 2            | 1                  | 3                 |
| 12                                 | 3            | 1                  | 2                 |
| 13                                 | 3            | 1                  | 2                 |
| 14                                 | 3            | 2                  | 1                 |
| 15                                 | 3            | 2                  | 1                 |
| 16                                 | 2            | 1                  | 3                 |
| 17                                 | 2            | 1                  | 3                 |
| 18                                 | 2            | 1                  | 3                 |
| 19                                 | 3            | 1                  | 2                 |
| 20                                 | 1            | 2                  | 3                 |
| 21                                 | 3            | 1                  | 2                 |
| 22                                 | 2            | 1                  | 3                 |
| 23                                 | 3            | 1                  | 2                 |
| 24                                 | 2            | 1                  | 3                 |
| 25                                 | 3            | 1                  | 2                 |
| 26                                 | 2            | 1                  | 3                 |
| 27                                 | 3            | 1                  | 2                 |
| 28                                 | 3            | 1                  | 2                 |
| 29                                 | 2            | 1                  | 3                 |
| 30                                 | 2            | 1                  | 3                 |
| 31                                 | 2            | 1                  | 3                 |
| 32                                 | 3            | 1                  | 2                 |
| 33                                 | 1            | 2                  | 3                 |
| 34                                 | 1            | 2                  | 3                 |
| 35                                 | 2            | 1                  | 3                 |
| 36                                 | 3            | 2                  | 1                 |
| 37                                 | 3            | 1                  | 2                 |
| 38                                 | 3            | 1                  | 2                 |
| 39                                 | 1            | 2                  | 3                 |
| 40                                 | 2            | 1                  | 3                 |
| 41                                 | 3            | 1                  | 2                 |
| 42                                 | 3            | 1                  | 2                 |
| 43                                 | 2            | 1                  | 3                 |
| 44                                 | 3            | 1                  | 2                 |
| 45                                 | 3            | 1                  | 2                 |



**Lampiran 4: Pilihan utama dari faktor-faktor yang diinginkan dari produk Pepsodent dalam hubungannya dengan tingkat harga saat ini.**

|    |   |   |   |
|----|---|---|---|
| 46 | 3 | 1 | 2 |
| 47 | 2 | 1 | 3 |
| 48 | 3 | 1 | 2 |
| 49 | 2 | 1 | 3 |
| 50 | 3 | 1 | 2 |
| 51 | 2 | 1 | 3 |
| 52 | 3 | 1 | 2 |
| 53 | 3 | 1 | 2 |
| 54 | 3 | 2 | 1 |
| 55 | 3 | 2 | 1 |
| 56 | 2 | 1 | 3 |
| 57 | 2 | 1 | 3 |
| 58 | 2 | 1 | 3 |
| 59 | 3 | 1 | 2 |
| 60 | 1 | 2 | 3 |
| 61 | 3 | 1 | 2 |
| 62 | 2 | 1 | 3 |
| 63 | 3 | 1 | 2 |
| 64 | 2 | 1 | 3 |
| 65 | 3 | 1 | 2 |
| 66 | 2 | 1 | 3 |
| 67 | 3 | 1 | 2 |
| 68 | 3 | 1 | 2 |
| 69 | 2 | 1 | 3 |
| 70 | 2 | 1 | 3 |
| 71 | 2 | 1 | 3 |
| 72 | 3 | 1 | 2 |
| 73 | 1 | 2 | 3 |
| 74 | 1 | 2 | 3 |
| 75 | 2 | 1 | 3 |
| 76 | 3 | 2 | 1 |
| 77 | 3 | 1 | 2 |
| 78 | 3 | 1 | 2 |
| 79 | 1 | 2 | 3 |
| 80 | 2 | 1 | 3 |
| 81 | 3 | 1 | 2 |
| 82 | 3 | 1 | 2 |
| 83 | 2 | 1 | 3 |
| 84 | 3 | 1 | 2 |
| 85 | 3 | 1 | 2 |
| 86 | 3 | 1 | 2 |
| 87 | 2 | 1 | 3 |
| 88 | 3 | 1 | 2 |
| 89 | 2 | 1 | 3 |
| 90 | 3 | 1 | 2 |
| 91 | 2 | 1 | 3 |
| 92 | 3 | 1 | 2 |
| 93 | 3 | 1 | 2 |

**Lampiran 4: Pilihan utama dari faktor-faktor yang diinginkan dari produk Pepsodent dalam hubungannya dengan tingkat harga saat ini.**

|     |   |   |   |
|-----|---|---|---|
| 94  | 3 | 2 | 1 |
| 95  | 3 | 2 | 1 |
| 96  | 2 | 1 | 3 |
| 97  | 2 | 1 | 3 |
| 98  | 2 | 1 | 3 |
| 99  | 3 | 1 | 2 |
| 100 | 1 | 2 | 3 |
| 101 | 3 | 1 | 2 |
| 102 | 2 | 1 | 3 |
| 103 | 3 | 1 | 2 |
| 104 | 2 | 1 | 3 |
| 105 | 3 | 1 | 2 |
| 106 | 2 | 1 | 3 |
| 107 | 3 | 1 | 2 |
| 108 | 3 | 1 | 2 |
| 109 | 2 | 1 | 3 |
| 110 | 2 | 1 | 3 |
| 111 | 2 | 1 | 3 |
| 112 | 3 | 1 | 2 |
| 113 | 1 | 2 | 3 |
| 114 | 1 | 2 | 3 |
| 115 | 2 | 1 | 3 |
| 116 | 3 | 2 | 1 |
| 117 | 3 | 1 | 2 |
| 118 | 3 | 1 | 2 |
| 119 | 1 | 2 | 3 |
| 120 | 2 | 1 | 3 |
| 121 | 3 | 1 | 2 |
| 122 | 3 | 1 | 2 |
| 123 | 2 | 1 | 3 |
| 124 | 3 | 1 | 2 |
| 125 | 3 | 1 | 2 |
| 126 | 3 | 1 | 2 |
| 127 | 2 | 1 | 3 |
| 128 | 3 | 1 | 2 |
| 129 | 2 | 1 | 3 |
| 130 | 3 | 1 | 2 |
| 131 | 2 | 1 | 3 |
| 132 | 3 | 1 | 2 |
| 133 | 3 | 1 | 2 |
| 134 | 3 | 2 | 1 |
| 135 | 3 | 2 | 1 |
| 136 | 2 | 1 | 3 |
| 137 | 2 | 1 | 3 |
| 138 | 2 | 1 | 3 |
| 139 | 3 | 1 | 2 |
| 140 | 1 | 2 | 3 |
| 141 | 3 | 1 | 2 |



**Lampiran 4: Pilihan utama dari faktor-faktor yang diinginkan dari produk Pepsodent dalam hubungannya dengan tingkat harga saat ini.**

|     |   |   |   |
|-----|---|---|---|
| 142 | 2 | 1 | 3 |
| 143 | 3 | 1 | 2 |
| 144 | 2 | 1 | 3 |
| 145 | 3 | 1 | 2 |
| 146 | 2 | 1 | 3 |
| 147 | 3 | 1 | 2 |
| 148 | 3 | 1 | 2 |
| 149 | 2 | 1 | 3 |
| 150 | 2 | 1 | 3 |
| 151 | 2 | 1 | 3 |
| 152 | 3 | 1 | 2 |
| 153 | 1 | 2 | 3 |
| 154 | 1 | 2 | 3 |
| 155 | 2 | 1 | 3 |
| 156 | 3 | 2 | 1 |
| 157 | 3 | 1 | 2 |
| 158 | 3 | 1 | 2 |
| 159 | 1 | 2 | 3 |
| 160 | 2 | 1 | 3 |
| 161 | 3 | 1 | 2 |
| 162 | 3 | 1 | 2 |
| 163 | 2 | 1 | 3 |
| 164 | 3 | 1 | 2 |
| 165 | 3 | 1 | 2 |
| 166 | 3 | 1 | 2 |
| 167 | 2 | 1 | 3 |
| 168 | 3 | 1 | 2 |
| 169 | 2 | 1 | 3 |
| 170 | 3 | 1 | 2 |
| 171 | 2 | 1 | 3 |
| 172 | 3 | 1 | 2 |
| 173 | 3 | 1 | 2 |
| 174 | 3 | 2 | 1 |

Lampiran 5: Pilihan utama dari faktor-faktor rasa yang disukai.

| No   | Faktor yang dipertimbangkan |      |       |             |
|------|-----------------------------|------|-------|-------------|
| Resp | Pedas                       | Mint | Segar | Kesat/Besih |
| 1    | 4                           | 3    | 1     | 2           |
| 2    | 4                           | 3    | 1     | 2           |
| 3    | 4                           | 1    | 2     | 3           |
| 4    | 4                           | 1    | 3     | 2           |
| 5    | 4                           | 2    | 1     | 3           |
| 6    | 3                           | 1    | 2     | 4           |
| 7    | 4                           | 1    | 2     | 3           |
| 8    | 4                           | 3    | 1     | 2           |
| 9    | 4                           | 1    | 2     | 3           |
| 10   | 4                           | 2    | 1     | 3           |
| 11   | 4                           | 2    | 1     | 3           |
| 12   | 4                           | 1    | 2     | 3           |
| 13   | 4                           | 1    | 2     | 3           |
| 14   | 4                           | 1    | 3     | 2           |
| 15   | 4                           | 1    | 3     | 2           |
| 16   | 3                           | 4    | 2     | 1           |
| 17   | 3                           | 2    | 1     | 4           |
| 18   | 4                           | 3    | 1     | 2           |
| 19   | 4                           | 2    | 1     | 3           |
| 20   | 1                           | 4    | 3     | 2           |
| 21   | 4                           | 3    | 2     | 1           |
| 22   | 4                           | 1    | 2     | 3           |
| 23   | 4                           | 2    | 1     | 3           |
| 24   | 4                           | 2    | 1     | 3           |
| 25   | 4                           | 2    | 1     | 3           |
| 26   | 2                           | 1    | 3     | 4           |
| 27   | 4                           | 3    | 1     | 2           |
| 28   | 4                           | 1    | 2     | 3           |
| 29   | 4                           | 2    | 1     | 3           |
| 30   | 2                           | 4    | 1     | 3           |
| 31   | 4                           | 3    | 2     | 1           |
| 32   | 4                           | 1    | 2     | 3           |
| 33   | 4                           | 1    | 2     | 3           |
| 34   | 4                           | 1    | 2     | 3           |
| 35   | 4                           | 1    | 2     | 3           |
| 36   | 4                           | 3    | 1     | 2           |
| 37   | 4                           | 2    | 1     | 3           |
| 38   | 4                           | 3    | 1     | 2           |
| 39   | 4                           | 2    | 1     | 3           |
| 40   | 4                           | 1    | 3     | 2           |
| 41   | 4                           | 3    | 1     | 2           |
| 42   | 4                           | 3    | 1     | 2           |
| 43   | 4                           | 1    | 2     | 3           |
| 44   | 4                           | 1    | 3     | 2           |
| 45   | 4                           | 2    | 1     | 3           |
| 46   | 3                           | 1    | 2     | 4           |
| 47   | 4                           | 1    | 2     | 3           |
| 48   | 4                           | 3    | 1     | 2           |
| 49   | 4                           | 1    | 2     | 3           |
| 50   | 4                           | 2    | 1     | 3           |
| 51   | 4                           | 2    | 1     | 3           |
| 52   | 4                           | 1    | 2     | 3           |
| 53   | 4                           | 1    | 2     | 3           |
| 54   | 4                           | 1    | 3     | 2           |
| 55   | 4                           | 1    | 3     | 2           |
| 56   | 3                           | 4    | 2     | 1           |
| 57   | 3                           | 2    | 1     | 4           |
| 58   | 4                           | 3    | 1     | 2           |
| 59   | 4                           | 2    | 1     | 3           |
| 60   | 1                           | 4    | 3     | 2           |
| 61   | 4                           | 3    | 2     | 1           |
| 62   | 4                           | 1    | 2     | 3           |
| 63   | 4                           | 2    | 1     | 3           |
| 64   | 4                           | 2    | 1     | 3           |
| 65   | 4                           | 2    | 1     | 3           |
| 66   | 2                           | 1    | 3     | 4           |
| 67   | 4                           | 3    | 1     | 2           |
| 68   | 4                           | 1    | 2     | 3           |
| 69   | 4                           | 2    | 1     | 3           |
| 70   | 2                           | 4    | 1     | 3           |
| 71   | 4                           | 3    | 2     | 1           |
| 72   | 4                           | 1    | 2     | 3           |
| 73   | 4                           | 1    | 2     | 3           |
| 74   | 4                           | 1    | 2     | 3           |
| 75   | 4                           | 1    | 2     | 3           |
| 76   | 4                           | 3    | 1     | 2           |
| 77   | 4                           | 2    | 1     | 3           |
| 78   | 4                           | 3    | 1     | 2           |
| 79   | 4                           | 2    | 1     | 3           |
| 80   | 4                           | 1    | 3     | 2           |
| 81   | 4                           | 3    | 1     | 2           |
| 82   | 4                           | 3    | 1     | 2           |
| 83   | 4                           | 1    | 2     | 3           |
| 84   | 4                           | 1    | 3     | 2           |
| 85   | 4                           | 2    | 1     | 3           |
| 86   | 3                           | 1    | 2     | 4           |
| 87   | 4                           | 1    | 2     | 3           |
| 88   | 4                           | 3    | 1     | 2           |
| 89   | 4                           | 1    | 2     | 3           |
| 90   | 4                           | 2    | 1     | 3           |
| 91   | 4                           | 2    | 1     | 3           |
| 92   | 4                           | 1    | 2     | 3           |
| 93   | 4                           | 1    | 2     | 3           |
| 94   | 4                           | 1    | 3     | 2           |
| 95   | 4                           | 1    | 3     | 2           |
| 96   | 3                           | 4    | 2     | 1           |



**Lampiran 5: Pilihan utama dari faktor-faktor rasa yang disukai.**

|     |   |   |   |   |
|-----|---|---|---|---|
| 97  | 3 | 2 | 1 | 4 |
| 98  | 4 | 3 | 1 | 2 |
| 99  | 4 | 2 | 1 | 3 |
| 100 | 1 | 4 | 3 | 2 |
| 101 | 4 | 3 | 2 | 1 |
| 102 | 4 | 1 | 2 | 3 |
| 103 | 4 | 2 | 1 | 3 |
| 104 | 4 | 2 | 1 | 3 |
| 105 | 4 | 2 | 1 | 3 |
| 106 | 2 | 1 | 3 | 4 |
| 107 | 4 | 3 | 1 | 2 |
| 108 | 4 | 1 | 2 | 3 |
| 109 | 4 | 2 | 1 | 3 |
| 110 | 2 | 4 | 1 | 3 |
| 111 | 4 | 3 | 2 | 1 |
| 112 | 4 | 1 | 2 | 3 |
| 113 | 4 | 1 | 2 | 3 |
| 114 | 4 | 1 | 2 | 3 |
| 115 | 4 | 1 | 2 | 3 |
| 116 | 4 | 3 | 1 | 2 |
| 117 | 4 | 2 | 1 | 3 |
| 118 | 4 | 3 | 1 | 2 |
| 119 | 4 | 2 | 1 | 3 |
| 120 | 4 | 1 | 3 | 2 |
| 121 | 4 | 3 | 1 | 2 |
| 122 | 4 | 3 | 1 | 2 |
| 123 | 4 | 1 | 2 | 3 |
| 124 | 4 | 1 | 3 | 2 |
| 125 | 4 | 2 | 1 | 3 |
| 126 | 3 | 1 | 2 | 4 |
| 127 | 4 | 1 | 2 | 3 |
| 128 | 4 | 3 | 1 | 2 |
| 129 | 4 | 1 | 2 | 3 |
| 130 | 4 | 2 | 1 | 3 |
| 131 | 4 | 2 | 1 | 3 |
| 132 | 4 | 1 | 2 | 3 |
| 133 | 4 | 1 | 2 | 3 |
| 134 | 4 | 1 | 3 | 2 |
| 135 | 4 | 1 | 3 | 2 |

|     |   |   |   |   |
|-----|---|---|---|---|
| 136 | 3 | 4 | 2 | 1 |
| 137 | 3 | 2 | 1 | 4 |
| 138 | 4 | 3 | 1 | 2 |
| 139 | 4 | 2 | 1 | 3 |
| 140 | 1 | 4 | 3 | 2 |
| 141 | 4 | 3 | 2 | 1 |
| 142 | 4 | 1 | 2 | 3 |
| 143 | 4 | 2 | 1 | 3 |
| 144 | 4 | 2 | 1 | 3 |
| 145 | 4 | 2 | 1 | 3 |
| 146 | 2 | 1 | 3 | 4 |
| 147 | 4 | 3 | 1 | 2 |
| 148 | 4 | 1 | 2 | 3 |
| 149 | 4 | 2 | 1 | 3 |
| 150 | 2 | 4 | 1 | 3 |
| 151 | 4 | 3 | 2 | 1 |
| 152 | 4 | 1 | 2 | 3 |
| 153 | 4 | 1 | 2 | 3 |
| 154 | 4 | 1 | 2 | 3 |
| 155 | 4 | 1 | 2 | 3 |
| 156 | 4 | 3 | 1 | 2 |
| 157 | 4 | 2 | 1 | 3 |
| 158 | 4 | 3 | 1 | 2 |
| 159 | 4 | 2 | 1 | 3 |
| 160 | 4 | 1 | 3 | 2 |
| 161 | 4 | 3 | 1 | 2 |
| 162 | 4 | 3 | 1 | 2 |
| 163 | 4 | 1 | 2 | 3 |
| 164 | 4 | 1 | 3 | 2 |
| 165 | 4 | 2 | 1 | 3 |
| 166 | 3 | 1 | 2 | 4 |
| 167 | 4 | 1 | 2 | 3 |
| 168 | 4 | 3 | 1 | 2 |
| 169 | 4 | 1 | 2 | 3 |
| 170 | 4 | 2 | 1 | 3 |
| 171 | 4 | 2 | 1 | 3 |
| 172 | 4 | 1 | 2 | 3 |
| 173 | 4 | 1 | 2 | 3 |
| 174 | 4 | 1 | 3 | 2 |

Lampiran 6: Pilihan utama dari faktor-faktor rasa pada saat menggunakan pasta gigi Pepsodent.

| No | Faktor yang dipertimbangkan |      |       |             |
|----|-----------------------------|------|-------|-------------|
|    | Pedas                       | Mint | Segar | Kesat/Besih |
| 1  | 4                           | 2    | 1     | 3           |
| 2  | 2                           | 3    | 1     | 4           |
| 3  | 4                           | 1    | 3     | 2           |
| 4  | 4                           | 1    | 3     | 2           |
| 5  | 4                           | 2    | 1     | 3           |
| 6  | 2                           | 1    | 3     | 4           |
| 7  | 4                           | 1    | 2     | 3           |
| 8  | 1                           | 2    | 3     | 4           |
| 9  | 4                           | 1    | 2     | 3           |
| 10 | 4                           | 3    | 1     | 2           |
| 11 | 4                           | 1    | 2     | 3           |
| 12 | 4                           | 1    | 2     | 3           |
| 13 | 4                           | 1    | 3     | 2           |
| 14 | 4                           | 1    | 3     | 2           |
| 15 | 1                           | 3    | 2     | 4           |
| 16 | 3                           | 4    | 2     | 1           |
| 17 | 2                           | 1    | 3     | 4           |
| 18 | 4                           | 3    | 2     | 1           |
| 19 | 3                           | 2    | 1     | 4           |
| 20 | 4                           | 3    | 2     | 1           |
| 21 | 4                           | 3    | 2     | 1           |
| 22 | 4                           | 1    | 2     | 3           |
| 23 | 4                           | 2    | 1     | 3           |
| 24 | 4                           | 3    | 2     | 1           |
| 25 | 4                           | 2    | 1     | 3           |
| 26 | 3                           | 2    | 1     | 4           |
| 27 | 4                           | 3    | 1     | 2           |
| 28 | 4                           | 1    | 2     | 3           |
| 29 | 3                           | 1    | 2     | 4           |
| 30 | 2                           | 3    | 1     | 4           |
| 31 | 4                           | 3    | 2     | 1           |
| 32 | 4                           | 2    | 1     | 3           |
| 33 | 4                           | 1    | 2     | 3           |
| 34 | 4                           | 1    | 2     | 3           |
| 35 | 4                           | 1    | 2     | 3           |
| 36 | 4                           | 2    | 1     | 3           |
| 37 | 4                           | 1    | 2     | 3           |
| 38 | 4                           | 2    | 1     | 3           |
| 39 | 4                           | 2    | 1     | 3           |
| 40 | 4                           | 2    | 3     | 1           |
| 41 | 4                           | 2    | 1     | 3           |
| 42 | 2                           | 3    | 1     | 4           |
| 43 | 4                           | 1    | 3     | 2           |
| 44 | 4                           | 1    | 3     | 2           |
| 45 | 4                           | 2    | 1     | 3           |
| 46 | 2                           | 1    | 3     | 4           |
| 47 | 4                           | 1    | 2     | 3           |
| 48 | 1                           | 2    | 3     | 4           |
| 49 | 4                           | 1    | 2     | 3           |
| 50 | 4                           | 3    | 1     | 2           |
| 51 | 4                           | 1    | 2     | 3           |
| 52 | 4                           | 1    | 2     | 3           |
| 53 | 4                           | 1    | 3     | 2           |
| 54 | 4                           | 1    | 3     | 2           |
| 55 | 1                           | 3    | 2     | 4           |
| 56 | 3                           | 4    | 2     | 1           |
| 57 | 2                           | 1    | 3     | 4           |
| 58 | 4                           | 3    | 2     | 1           |
| 59 | 3                           | 2    | 1     | 4           |
| 60 | 4                           | 3    | 2     | 1           |
| 61 | 4                           | 3    | 2     | 1           |
| 62 | 4                           | 1    | 2     | 3           |
| 63 | 4                           | 2    | 1     | 3           |
| 64 | 4                           | 3    | 2     | 1           |
| 65 | 4                           | 2    | 1     | 3           |
| 66 | 3                           | 2    | 1     | 4           |
| 67 | 4                           | 3    | 1     | 2           |
| 68 | 4                           | 1    | 2     | 3           |
| 69 | 3                           | 1    | 2     | 4           |
| 70 | 2                           | 3    | 1     | 4           |
| 71 | 4                           | 3    | 2     | 1           |
| 72 | 4                           | 2    | 1     | 3           |
| 73 | 4                           | 1    | 2     | 3           |
| 74 | 4                           | 1    | 2     | 3           |
| 75 | 4                           | 1    | 2     | 3           |
| 76 | 4                           | 2    | 1     | 3           |
| 77 | 4                           | 1    | 2     | 3           |
| 78 | 4                           | 2    | 1     | 3           |
| 79 | 4                           | 2    | 1     | 3           |
| 80 | 4                           | 2    | 3     | 1           |
| 81 | 4                           | 2    | 1     | 3           |
| 82 | 2                           | 3    | 1     | 4           |
| 83 | 4                           | 1    | 3     | 2           |
| 84 | 4                           | 1    | 3     | 2           |
| 85 | 4                           | 2    | 1     | 3           |
| 86 | 2                           | 1    | 3     | 4           |
| 87 | 4                           | 1    | 2     | 3           |
| 88 | 1                           | 2    | 3     | 4           |
| 89 | 4                           | 1    | 2     | 3           |
| 90 | 4                           | 3    | 1     | 2           |
| 91 | 4                           | 1    | 2     | 3           |
| 92 | 4                           | 1    | 2     | 3           |
| 93 | 4                           | 1    | 3     | 2           |
| 94 | 4                           | 1    | 3     | 2           |
| 95 | 1                           | 3    | 2     | 4           |
| 96 | 3                           | 4    | 2     | 1           |



Lampiran 6: Pilihan utama dari faktor-faktor rasa pada saat menggunakan pasta gigi Pepsodent.

|     |   |   |   |   |
|-----|---|---|---|---|
| 97  | 2 | 1 | 3 | 4 |
| 98  | 4 | 3 | 2 | 1 |
| 99  | 3 | 2 | 1 | 4 |
| 100 | 4 | 3 | 2 | 1 |
| 101 | 4 | 3 | 2 | 1 |
| 102 | 4 | 1 | 2 | 3 |
| 103 | 4 | 2 | 1 | 3 |
| 104 | 4 | 3 | 2 | 1 |
| 105 | 4 | 2 | 1 | 3 |
| 106 | 3 | 2 | 1 | 4 |
| 107 | 4 | 3 | 1 | 2 |
| 108 | 4 | 1 | 2 | 3 |
| 109 | 3 | 1 | 2 | 4 |
| 110 | 2 | 3 | 1 | 4 |
| 111 | 4 | 3 | 2 | 1 |
| 112 | 4 | 2 | 1 | 3 |
| 113 | 4 | 1 | 2 | 3 |
| 114 | 4 | 1 | 2 | 3 |
| 115 | 4 | 1 | 2 | 3 |
| 116 | 4 | 2 | 1 | 3 |
| 117 | 4 | 1 | 2 | 3 |
| 118 | 4 | 2 | 1 | 3 |
| 119 | 4 | 2 | 1 | 3 |
| 120 | 4 | 2 | 3 | 1 |
| 121 | 4 | 2 | 1 | 3 |
| 122 | 2 | 3 | 1 | 4 |
| 123 | 4 | 1 | 3 | 2 |
| 124 | 4 | 1 | 3 | 2 |
| 125 | 4 | 2 | 1 | 3 |
| 126 | 2 | 1 | 3 | 4 |
| 127 | 4 | 1 | 2 | 3 |
| 128 | 1 | 2 | 3 | 4 |
| 129 | 4 | 1 | 2 | 3 |
| 130 | 4 | 3 | 1 | 2 |
| 131 | 4 | 1 | 2 | 3 |
| 132 | 4 | 1 | 2 | 3 |
| 133 | 4 | 1 | 3 | 2 |
| 134 | 4 | 1 | 3 | 2 |
| 135 | 1 | 3 | 2 | 4 |
| 136 | 3 | 4 | 2 | 1 |
| 137 | 2 | 1 | 3 | 4 |
| 138 | 4 | 3 | 2 | 1 |
| 139 | 3 | 2 | 1 | 4 |
| 140 | 4 | 3 | 2 | 1 |
| 141 | 4 | 3 | 2 | 1 |
| 142 | 4 | 1 | 2 | 3 |
| 143 | 4 | 2 | 1 | 3 |
| 144 | 4 | 3 | 2 | 1 |
| 145 | 4 | 2 | 1 | 3 |
| 146 | 3 | 2 | 1 | 4 |
| 147 | 4 | 3 | 1 | 2 |
| 148 | 4 | 1 | 2 | 3 |
| 149 | 3 | 1 | 2 | 4 |
| 150 | 2 | 3 | 1 | 4 |
| 151 | 4 | 3 | 2 | 1 |
| 152 | 4 | 2 | 1 | 3 |
| 153 | 4 | 1 | 2 | 3 |
| 154 | 4 | 1 | 2 | 3 |
| 155 | 4 | 1 | 2 | 3 |
| 156 | 4 | 2 | 1 | 3 |
| 157 | 4 | 1 | 2 | 3 |
| 158 | 4 | 2 | 1 | 3 |
| 159 | 4 | 2 | 1 | 3 |
| 160 | 4 | 2 | 3 | 1 |
| 161 | 4 | 2 | 1 | 3 |
| 162 | 2 | 3 | 1 | 4 |
| 163 | 4 | 1 | 3 | 2 |
| 164 | 4 | 1 | 3 | 2 |
| 165 | 4 | 2 | 1 | 3 |
| 166 | 2 | 1 | 3 | 4 |
| 167 | 4 | 1 | 2 | 3 |
| 168 | 1 | 2 | 3 | 4 |
| 169 | 4 | 1 | 2 | 3 |
| 170 | 4 | 3 | 1 | 2 |
| 171 | 4 | 1 | 2 | 3 |
| 172 | 4 | 1 | 2 | 3 |
| 173 | 4 | 1 | 3 | 2 |
| 174 | 4 | 1 | 3 | 2 |

**Lampiran 7: Pilihan utama dari faktor-faktor rasa setelah menggunakan pasta gigi Pepsodent**

| No   | Faktor yang dipertimbangkan |      |       |             |
|------|-----------------------------|------|-------|-------------|
| Resp | Pedas                       | Mint | Segar | Kesat/Besih |
| 1    | 4                           | 3    | 1     | 2           |
| 2    | 3                           | 2    | 1     | 4           |
| 3    | 4                           | 3    | 2     | 1           |
| 4    | 4                           | 2    | 1     | 3           |
| 5    | 4                           | 3    | 2     | 1           |
| 6    | 4                           | 3    | 1     | 2           |
| 7    | 4                           | 1    | 2     | 3           |
| 8    | 1                           | 4    | 2     | 3           |
| 9    | 4                           | 1    | 2     | 3           |
| 10   | 4                           | 3    | 1     | 2           |
| 11   | 4                           | 2    | 1     | 3           |
| 12   | 4                           | 1    | 2     | 3           |
| 13   | 4                           | 3    | 2     | 1           |
| 14   | 4                           | 1    | 2     | 3           |
| 15   | 4                           | 3    | 2     | 1           |
| 16   | 3                           | 4    | 2     | 1           |
| 17   | 4                           | 3    | 1     | 2           |
| 18   | 4                           | 3    | 2     | 1           |
| 19   | 4                           | 2    | 1     | 3           |
| 20   | 4                           | 3    | 2     | 1           |
| 21   | 3                           | 4    | 4     | 2           |
| 22   | 4                           | 1    | 2     | 3           |
| 23   | 4                           | 1    | 2     | 3           |
| 24   | 4                           | 3    | 2     | 1           |
| 25   | 4                           | 2    | 1     | 3           |
| 26   | 4                           | 3    | 2     | 1           |
| 27   | 4                           | 3    | 1     | 2           |
| 28   | 4                           | 1    | 2     | 3           |
| 29   | 4                           | 3    | 1     | 2           |
| 30   | 2                           | 3    | 1     | 4           |
| 31   | 4                           | 3    | 2     | 1           |
| 32   | 4                           | 3    | 2     | 1           |
| 33   | 4                           | 2    | 1     | 3           |
| 34   | 4                           | 3    | 1     | 2           |
| 35   | 4                           | 3    | 2     | 1           |
| 36   | 4                           | 3    | 1     | 2           |
| 37   | 4                           | 1    | 2     | 3           |
| 38   | 4                           | 2    | 1     | 3           |
| 39   | 4                           | 2    | 1     | 3           |
| 40   | 3                           | 2    | 4     | 1           |
| 41   | 4                           | 3    | 1     | 2           |
| 42   | 3                           | 2    | 1     | 4           |
| 43   | 4                           | 3    | 2     | 1           |
| 44   | 4                           | 2    | 1     | 3           |
| 45   | 4                           | 3    | 2     | 1           |
| 46   | 4                           | 3    | 1     | 2           |
| 47   | 4                           | 1    | 2     | 3           |

|    |   |   |   |   |
|----|---|---|---|---|
| 48 | 1 | 4 | 2 | 3 |
| 49 | 4 | 1 | 2 | 3 |
| 50 | 4 | 3 | 1 | 2 |
| 51 | 4 | 2 | 1 | 3 |
| 52 | 4 | 1 | 2 | 3 |
| 53 | 4 | 3 | 2 | 1 |
| 54 | 4 | 1 | 2 | 3 |
| 55 | 4 | 3 | 2 | 1 |
| 56 | 3 | 4 | 2 | 1 |
| 57 | 4 | 3 | 1 | 2 |
| 58 | 4 | 3 | 2 | 1 |
| 59 | 4 | 2 | 1 | 3 |
| 60 | 4 | 3 | 2 | 1 |
| 61 | 3 | 4 | 4 | 2 |
| 62 | 4 | 1 | 2 | 3 |
| 63 | 4 | 1 | 2 | 3 |
| 64 | 4 | 3 | 2 | 1 |
| 65 | 4 | 2 | 1 | 3 |
| 66 | 4 | 3 | 2 | 1 |
| 67 | 4 | 3 | 1 | 2 |
| 68 | 4 | 1 | 2 | 3 |
| 69 | 4 | 3 | 1 | 2 |
| 70 | 2 | 3 | 1 | 4 |
| 71 | 4 | 3 | 2 | 1 |
| 72 | 4 | 3 | 2 | 1 |
| 73 | 4 | 2 | 1 | 3 |
| 74 | 4 | 3 | 1 | 2 |
| 75 | 4 | 3 | 2 | 1 |
| 76 | 4 | 3 | 1 | 2 |
| 77 | 4 | 1 | 2 | 3 |
| 78 | 4 | 2 | 1 | 3 |
| 79 | 4 | 2 | 1 | 3 |
| 80 | 3 | 2 | 4 | 1 |
| 81 | 4 | 3 | 1 | 2 |
| 82 | 3 | 2 | 1 | 4 |
| 83 | 4 | 3 | 2 | 1 |
| 84 | 4 | 2 | 1 | 3 |
| 85 | 4 | 3 | 2 | 1 |
| 86 | 4 | 3 | 1 | 2 |
| 87 | 4 | 1 | 2 | 3 |
| 88 | 1 | 4 | 2 | 3 |
| 89 | 4 | 1 | 2 | 3 |
| 90 | 4 | 3 | 1 | 2 |
| 91 | 4 | 2 | 1 | 3 |
| 92 | 4 | 1 | 2 | 3 |
| 93 | 4 | 3 | 2 | 1 |
| 94 | 4 | 1 | 2 | 3 |
| 95 | 4 | 3 | 2 | 1 |
| 96 | 3 | 4 | 2 | 1 |



**Lampiran 7: Pilihan utama dari faktor-faktor rasa setelah menggunakan pasta gigi Pepsodent**

| No   | Faktor yang dipertimbangkan |      |       |             |
|------|-----------------------------|------|-------|-------------|
| Resp | Pedas                       | Mint | Segar | Kesat/Besih |
| 1    | 4                           | 3    | 1     | 2           |
| 2    | 3                           | 2    | 1     | 4           |
| 3    | 4                           | 3    | 2     | 1           |
| 4    | 4                           | 2    | 1     | 3           |
| 5    | 4                           | 3    | 2     | 1           |
| 6    | 4                           | 3    | 1     | 2           |
| 7    | 4                           | 1    | 2     | 3           |
| 8    | 1                           | 4    | 2     | 3           |
| 9    | 4                           | 1    | 2     | 3           |
| 10   | 4                           | 3    | 1     | 2           |
| 11   | 4                           | 2    | 1     | 3           |
| 12   | 4                           | 1    | 2     | 3           |
| 13   | 4                           | 3    | 2     | 1           |
| 14   | 4                           | 1    | 2     | 3           |
| 15   | 4                           | 3    | 2     | 1           |
| 16   | 3                           | 4    | 2     | 1           |
| 17   | 4                           | 3    | 1     | 2           |
| 18   | 4                           | 3    | 2     | 1           |
| 19   | 4                           | 2    | 1     | 3           |
| 20   | 4                           | 3    | 2     | 1           |
| 21   | 3                           | 4    | 4     | 2           |
| 22   | 4                           | 1    | 2     | 3           |
| 23   | 4                           | 1    | 2     | 3           |
| 24   | 4                           | 3    | 2     | 1           |
| 25   | 4                           | 2    | 1     | 3           |
| 26   | 4                           | 3    | 2     | 1           |
| 27   | 4                           | 3    | 1     | 2           |
| 28   | 4                           | 1    | 2     | 3           |
| 29   | 4                           | 3    | 1     | 2           |
| 30   | 2                           | 3    | 1     | 4           |
| 31   | 4                           | 3    | 2     | 1           |
| 32   | 4                           | 3    | 2     | 1           |
| 33   | 4                           | 2    | 1     | 3           |
| 34   | 4                           | 3    | 1     | 2           |
| 35   | 4                           | 3    | 2     | 1           |
| 36   | 4                           | 3    | 1     | 2           |
| 37   | 4                           | 1    | 2     | 3           |
| 38   | 4                           | 2    | 1     | 3           |
| 39   | 4                           | 2    | 1     | 3           |
| 40   | 3                           | 2    | 4     | 1           |
| 41   | 4                           | 3    | 1     | 2           |
| 42   | 3                           | 2    | 1     | 4           |
| 43   | 4                           | 3    | 2     | 1           |
| 44   | 4                           | 2    | 1     | 3           |
| 45   | 4                           | 3    | 2     | 1           |
| 46   | 4                           | 3    | 1     | 2           |
| 47   | 4                           | 1    | 2     | 3           |

|    |   |   |   |   |
|----|---|---|---|---|
| 48 | 1 | 4 | 2 | 3 |
| 49 | 4 | 1 | 2 | 3 |
| 50 | 4 | 3 | 1 | 2 |
| 51 | 4 | 2 | 1 | 3 |
| 52 | 4 | 1 | 2 | 3 |
| 53 | 4 | 3 | 2 | 1 |
| 54 | 4 | 1 | 2 | 3 |
| 55 | 4 | 3 | 2 | 1 |
| 56 | 3 | 4 | 2 | 1 |
| 57 | 4 | 3 | 1 | 2 |
| 58 | 4 | 3 | 2 | 1 |
| 59 | 4 | 2 | 1 | 3 |
| 60 | 4 | 3 | 2 | 1 |
| 61 | 3 | 4 | 4 | 2 |
| 62 | 4 | 1 | 2 | 3 |
| 63 | 4 | 1 | 2 | 3 |
| 64 | 4 | 3 | 2 | 1 |
| 65 | 4 | 2 | 1 | 3 |
| 66 | 4 | 3 | 2 | 1 |
| 67 | 4 | 3 | 1 | 2 |
| 68 | 4 | 1 | 2 | 3 |
| 69 | 4 | 3 | 1 | 2 |
| 70 | 2 | 3 | 1 | 4 |
| 71 | 4 | 3 | 2 | 1 |
| 72 | 4 | 3 | 2 | 1 |
| 73 | 4 | 2 | 1 | 3 |
| 74 | 4 | 3 | 1 | 2 |
| 75 | 4 | 3 | 2 | 1 |
| 76 | 4 | 3 | 1 | 2 |
| 77 | 4 | 1 | 2 | 3 |
| 78 | 4 | 2 | 1 | 3 |
| 79 | 4 | 2 | 1 | 3 |
| 80 | 3 | 2 | 4 | 1 |
| 81 | 4 | 3 | 1 | 2 |
| 82 | 3 | 2 | 1 | 4 |
| 83 | 4 | 3 | 2 | 1 |
| 84 | 4 | 2 | 1 | 3 |
| 85 | 4 | 3 | 2 | 1 |
| 86 | 4 | 3 | 1 | 2 |
| 87 | 4 | 1 | 2 | 3 |
| 88 | 1 | 4 | 2 | 3 |
| 89 | 4 | 1 | 2 | 3 |
| 90 | 4 | 3 | 1 | 2 |
| 91 | 4 | 2 | 1 | 3 |
| 92 | 4 | 1 | 2 | 3 |
| 93 | 4 | 3 | 2 | 1 |
| 94 | 4 | 1 | 2 | 3 |
| 95 | 4 | 3 | 2 | 1 |
| 96 | 3 | 4 | 2 | 1 |

**Lampiran 8: Pilihan utama dari faktor-faktor manfaat yang diinginkan pada saat membeli produk pasta gigi Pepsodent.**

|    |   |   |   |   |   |
|----|---|---|---|---|---|
| 46 | 1 | 4 | 3 | 5 | 2 |
| 47 | 1 | 3 | 5 | 4 | 2 |
| 48 | 1 | 3 | 2 | 4 | 5 |
| 49 | 1 | 2 | 3 | 4 | 5 |
| 50 | 3 | 2 | 4 | 5 | 1 |
| 51 | 3 | 4 | 5 | 1 | 2 |
| 52 | 1 | 2 | 4 | 5 | 3 |
| 53 | 3 | 4 | 2 | 5 | 1 |
| 54 | 5 | 1 | 4 | 2 | 3 |
| 55 | 3 | 2 | 5 | 1 | 4 |
| 56 | 2 | 5 | 4 | 3 | 1 |
| 57 | 1 | 3 | 5 | 2 | 4 |
| 58 | 2 | 3 | 5 | 4 | 1 |
| 59 | 1 | 4 | 2 | 5 | 3 |
| 60 | 2 | 5 | 1 | 3 | 4 |
| 61 | 1 | 3 | 4 | 2 | 5 |
| 62 | 5 | 1 | 4 | 2 | 3 |
| 63 | 4 | 5 | 1 | 2 | 3 |
| 64 | 5 | 1 | 4 | 3 | 2 |
| 65 | 2 | 1 | 5 | 3 | 4 |
| 66 | 5 | 3 | 2 | 1 | 4 |
| 67 | 1 | 3 | 5 | 4 | 2 |
| 68 | 5 | 1 | 3 | 2 | 4 |
| 69 | 3 | 1 | 5 | 2 | 4 |
| 70 | 1 | 2 | 3 | 4 | 5 |
| 71 | 2 | 5 | 3 | 1 | 4 |
| 72 | 1 | 2 | 5 | 3 | 4 |
| 73 | 3 | 2 | 1 | 4 | 5 |
| 74 | 4 | 1 | 5 | 3 | 2 |
| 75 | 1 | 2 | 3 | 4 | 5 |
| 76 | 1 | 2 | 4 | 3 | 5 |
| 77 | 4 | 5 | 2 | 3 | 1 |
| 78 | 2 | 1 | 5 | 3 | 4 |
| 79 | 5 | 2 | 1 | 3 | 4 |
| 80 | 1 | 2 | 3 | 4 | 5 |
| 81 | 5 | 1 | 4 | 2 | 3 |
| 82 | 4 | 3 | 2 | 1 | 5 |
| 83 | 5 | 2 | 3 | 4 | 1 |
| 84 | 1 | 5 | 2 | 3 | 4 |
| 85 | 2 | 3 | 4 | 5 | 1 |
| 86 | 1 | 4 | 3 | 5 | 2 |
| 87 | 1 | 3 | 5 | 4 | 2 |
| 88 | 1 | 3 | 2 | 4 | 5 |
| 89 | 1 | 2 | 3 | 4 | 5 |
| 90 | 3 | 2 | 4 | 5 | 1 |
| 91 | 3 | 4 | 5 | 1 | 2 |
| 92 | 1 | 2 | 4 | 5 | 3 |
| 93 | 3 | 4 | 2 | 5 | 1 |



**Lampiran 8: Pilihan utama dari faktor-faktor manfaat yang diinginkan pada saat membeli produk pasta gigi Pepsodent.**

|     |   |   |   |   |   |
|-----|---|---|---|---|---|
| 94  | 5 | 1 | 4 | 2 | 3 |
| 95  | 3 | 2 | 5 | 1 | 4 |
| 96  | 2 | 5 | 4 | 3 | 1 |
| 97  | 1 | 3 | 5 | 2 | 4 |
| 98  | 2 | 3 | 5 | 4 | 1 |
| 99  | 1 | 4 | 2 | 5 | 3 |
| 100 | 2 | 5 | 1 | 3 | 4 |
| 101 | 1 | 3 | 4 | 2 | 5 |
| 102 | 5 | 1 | 4 | 2 | 3 |
| 103 | 4 | 5 | 1 | 2 | 3 |
| 104 | 5 | 1 | 4 | 3 | 2 |
| 105 | 2 | 1 | 5 | 3 | 4 |
| 106 | 5 | 3 | 2 | 1 | 4 |
| 107 | 1 | 3 | 5 | 4 | 2 |
| 108 | 5 | 1 | 3 | 2 | 4 |
| 109 | 3 | 1 | 5 | 2 | 4 |
| 110 | 1 | 2 | 3 | 4 | 5 |
| 111 | 2 | 5 | 3 | 1 | 4 |
| 112 | 1 | 2 | 5 | 3 | 4 |
| 113 | 3 | 2 | 1 | 4 | 5 |
| 114 | 4 | 1 | 5 | 3 | 2 |
| 115 | 1 | 2 | 3 | 4 | 5 |
| 116 | 1 | 2 | 4 | 3 | 5 |
| 117 | 4 | 5 | 2 | 3 | 1 |
| 118 | 2 | 1 | 5 | 3 | 4 |
| 119 | 5 | 2 | 1 | 3 | 4 |
| 120 | 1 | 2 | 3 | 4 | 5 |
| 121 | 5 | 1 | 4 | 2 | 3 |
| 122 | 4 | 3 | 2 | 1 | 5 |
| 123 | 5 | 2 | 3 | 4 | 1 |
| 124 | 1 | 5 | 2 | 3 | 4 |
| 125 | 2 | 3 | 4 | 5 | 1 |
| 126 | 1 | 4 | 3 | 5 | 2 |
| 127 | 1 | 3 | 5 | 4 | 2 |
| 128 | 1 | 3 | 2 | 4 | 5 |
| 129 | 1 | 2 | 3 | 4 | 5 |
| 130 | 3 | 2 | 4 | 5 | 1 |
| 131 | 3 | 4 | 5 | 1 | 2 |
| 132 | 1 | 2 | 4 | 5 | 3 |
| 133 | 3 | 4 | 2 | 5 | 1 |
| 134 | 5 | 1 | 4 | 2 | 3 |
| 135 | 3 | 2 | 5 | 1 | 4 |
| 136 | 2 | 5 | 4 | 3 | 1 |
| 137 | 1 | 3 | 5 | 2 | 4 |
| 138 | 2 | 3 | 5 | 4 | 1 |
| 139 | 1 | 4 | 2 | 5 | 3 |
| 140 | 2 | 5 | 1 | 3 | 4 |
| 141 | 1 | 3 | 4 | 2 | 5 |

**Lampiran 8: Pilihan utama dari faktor-faktor manfaat yang diinginkan pada saat membeli produk pasta gigi Pepsodent.**

|     |   |   |   |   |   |
|-----|---|---|---|---|---|
| 142 | 5 | 1 | 4 | 2 | 3 |
| 143 | 4 | 5 | 1 | 2 | 3 |
| 144 | 5 | 1 | 4 | 3 | 2 |
| 145 | 2 | 1 | 5 | 3 | 4 |
| 146 | 5 | 3 | 2 | 1 | 4 |
| 147 | 1 | 3 | 5 | 4 | 2 |
| 148 | 5 | 1 | 3 | 2 | 4 |
| 149 | 3 | 1 | 5 | 2 | 4 |
| 150 | 1 | 2 | 3 | 4 | 5 |
| 151 | 2 | 5 | 3 | 1 | 4 |
| 152 | 1 | 2 | 5 | 3 | 4 |
| 153 | 3 | 2 | 1 | 4 | 5 |
| 154 | 4 | 1 | 5 | 3 | 2 |
| 155 | 1 | 2 | 3 | 4 | 5 |
| 156 | 1 | 2 | 4 | 3 | 5 |
| 157 | 4 | 5 | 2 | 3 | 1 |
| 158 | 2 | 1 | 5 | 3 | 4 |
| 159 | 5 | 2 | 1 | 3 | 4 |
| 160 | 1 | 2 | 3 | 4 | 5 |
| 161 | 5 | 1 | 4 | 2 | 3 |
| 162 | 4 | 3 | 2 | 1 | 5 |
| 163 | 5 | 2 | 3 | 4 | 1 |
| 164 | 1 | 5 | 2 | 3 | 4 |
| 165 | 2 | 3 | 4 | 5 | 1 |
| 166 | 1 | 4 | 3 | 5 | 2 |
| 167 | 1 | 3 | 5 | 4 | 2 |
| 168 | 1 | 3 | 2 | 4 | 5 |
| 169 | 1 | 2 | 3 | 4 | 5 |
| 170 | 3 | 2 | 4 | 5 | 1 |
| 171 | 3 | 4 | 5 | 1 | 2 |
| 172 | 1 | 2 | 4 | 5 | 3 |
| 173 | 3 | 4 | 2 | 5 | 1 |
| 174 | 5 | 1 | 4 | 2 | 3 |



Lampiran 9: Pilihan utama dari faktor-faktor manfaat yang diinginkan pada saat menggunakan produk pasta gigi Pepsodent.

| No<br>Resp | Faktor-faktor yang dipertimbangkan |                               |                   |
|------------|------------------------------------|-------------------------------|-------------------|
|            | Menghilangkan<br>sisa makanan      | Menghilangkan<br>sisa makanan | Membunuh<br>kuman |
| 1          | 1                                  | 3                             | 2                 |
| 2          | 2                                  | 1                             | 3                 |
| 3          | 3                                  | 2                             | 1                 |
| 4          | 1                                  | 2                             | 3                 |
| 5          | 1                                  | 2                             | 3                 |
| 6          | 2                                  | 3                             | 1                 |
| 7          | 2                                  | 1                             | 3                 |
| 8          | 1                                  | 2                             | 3                 |
| 9          | 1                                  | 2                             | 3                 |
| 10         | 1                                  | 2                             | 3                 |
| 11         | 1                                  | 3                             | 2                 |
| 12         | 3                                  | 1                             | 2                 |
| 13         | 2                                  | 1                             | 3                 |
| 14         | 2                                  | 1                             | 3                 |
| 15         | 1                                  | 3                             | 2                 |
| 16         | 3                                  | 1                             | 2                 |
| 17         | 3                                  | 2                             | 1                 |
| 18         | 1                                  | 3                             | 2                 |
| 19         | 1                                  | 2                             | 3                 |
| 20         | 1                                  | 2                             | 3                 |
| 21         | 1                                  | 2                             | 3                 |
| 22         | 1                                  | 2                             | 3                 |
| 23         | 2                                  | 1                             | 3                 |
| 24         | 1                                  | 2                             | 3                 |
| 25         | 1                                  | 2                             | 3                 |
| 26         | 2                                  | 3                             | 1                 |
| 27         | 1                                  | 3                             | 2                 |
| 28         | 1                                  | 3                             | 2                 |
| 29         | 1                                  | 3                             | 2                 |
| 30         | 3                                  | 2                             | 1                 |
| 31         | 2                                  | 3                             | 1                 |
| 32         | 2                                  | 3                             | 1                 |
| 33         | 2                                  | 1                             | 3                 |
| 34         | 1                                  | 3                             | 2                 |
| 35         | 2                                  | 1                             | 3                 |
| 36         | 1                                  | 3                             | 2                 |
| 37         | 2                                  | 3                             | 1                 |
| 38         | 1                                  | 3                             | 2                 |
| 39         | 2                                  | 1                             | 3                 |
| 40         | 1                                  | 2                             | 3                 |
| 41         | 1                                  | 3                             | 2                 |
| 42         | 2                                  | 1                             | 3                 |
| 43         | 3                                  | 2                             | 1                 |
| 44         | 1                                  | 2                             | 3                 |
| 45         | 1                                  | 2                             | 3                 |

|    |   |   |   |
|----|---|---|---|
| 46 | 2 | 3 | 1 |
| 47 | 2 | 1 | 3 |
| 48 | 1 | 2 | 3 |
| 49 | 1 | 2 | 3 |
| 50 | 1 | 2 | 3 |
| 51 | 1 | 3 | 2 |
| 52 | 3 | 1 | 2 |
| 53 | 2 | 1 | 3 |
| 54 | 2 | 1 | 3 |
| 55 | 1 | 3 | 2 |
| 56 | 3 | 1 | 2 |
| 57 | 3 | 2 | 1 |
| 58 | 1 | 3 | 2 |
| 59 | 1 | 2 | 3 |
| 60 | 1 | 2 | 3 |
| 61 | 1 | 2 | 3 |
| 62 | 1 | 2 | 3 |
| 63 | 2 | 1 | 3 |
| 64 | 1 | 2 | 3 |
| 65 | 1 | 2 | 3 |
| 66 | 2 | 3 | 1 |
| 67 | 1 | 3 | 2 |
| 68 | 1 | 3 | 2 |
| 69 | 1 | 3 | 2 |
| 70 | 3 | 2 | 1 |
| 71 | 2 | 3 | 1 |
| 72 | 2 | 3 | 1 |
| 73 | 2 | 1 | 3 |
| 74 | 1 | 3 | 2 |
| 75 | 2 | 1 | 3 |
| 76 | 1 | 3 | 2 |
| 77 | 2 | 3 | 1 |
| 78 | 1 | 3 | 2 |
| 79 | 2 | 1 | 3 |
| 80 | 1 | 2 | 3 |
| 81 | 1 | 3 | 2 |
| 82 | 2 | 1 | 3 |
| 83 | 3 | 2 | 1 |
| 84 | 1 | 2 | 3 |
| 85 | 1 | 2 | 3 |
| 86 | 2 | 3 | 1 |
| 87 | 2 | 1 | 3 |
| 88 | 1 | 2 | 3 |
| 89 | 1 | 2 | 3 |
| 90 | 1 | 2 | 3 |
| 91 | 1 | 3 | 2 |
| 92 | 3 | 1 | 2 |
| 93 | 2 | 1 | 3 |

Lampiran 9: Pilihan utama dari faktor-faktor manfaat yang diinginkan pada saat menggunakan produk pasta gigi Pepsodent.

|     |   |   |   |
|-----|---|---|---|
| 94  | 2 | 1 | 3 |
| 95  | 1 | 3 | 2 |
| 96  | 3 | 1 | 2 |
| 97  | 3 | 2 | 1 |
| 98  | 1 | 3 | 2 |
| 99  | 1 | 2 | 3 |
| 100 | 1 | 2 | 3 |
| 101 | 1 | 2 | 3 |
| 102 | 1 | 2 | 3 |
| 103 | 2 | 1 | 3 |
| 104 | 1 | 2 | 3 |
| 105 | 1 | 2 | 3 |
| 106 | 2 | 3 | 1 |
| 107 | 1 | 3 | 2 |
| 108 | 1 | 3 | 2 |
| 109 | 1 | 3 | 2 |
| 110 | 3 | 2 | 1 |
| 111 | 2 | 3 | 1 |
| 112 | 2 | 3 | 1 |
| 113 | 2 | 1 | 3 |
| 114 | 1 | 3 | 2 |
| 115 | 2 | 1 | 3 |
| 116 | 1 | 3 | 2 |
| 117 | 2 | 3 | 1 |
| 118 | 1 | 3 | 2 |
| 119 | 2 | 1 | 3 |
| 120 | 1 | 2 | 3 |
| 121 | 1 | 3 | 2 |
| 122 | 2 | 1 | 3 |
| 123 | 3 | 2 | 1 |
| 124 | 1 | 2 | 3 |
| 125 | 1 | 2 | 3 |
| 126 | 2 | 3 | 1 |
| 127 | 2 | 1 | 3 |
| 128 | 1 | 2 | 3 |
| 129 | 1 | 2 | 3 |
| 130 | 1 | 2 | 3 |
| 131 | 1 | 3 | 2 |
| 132 | 3 | 1 | 2 |
| 133 | 2 | 1 | 3 |
| 134 | 2 | 1 | 3 |

|     |   |   |   |
|-----|---|---|---|
| 135 | 1 | 3 | 2 |
| 136 | 3 | 1 | 2 |
| 137 | 3 | 2 | 1 |
| 138 | 1 | 3 | 2 |
| 139 | 1 | 2 | 3 |
| 140 | 1 | 2 | 3 |
| 141 | 1 | 2 | 3 |
| 142 | 1 | 2 | 3 |
| 143 | 2 | 1 | 3 |
| 144 | 1 | 2 | 3 |
| 145 | 1 | 2 | 3 |
| 146 | 2 | 3 | 1 |
| 147 | 1 | 3 | 2 |
| 148 | 1 | 3 | 2 |
| 149 | 1 | 3 | 2 |
| 150 | 3 | 2 | 1 |
| 151 | 2 | 3 | 1 |
| 152 | 2 | 3 | 1 |
| 153 | 2 | 1 | 3 |
| 154 | 1 | 3 | 2 |
| 155 | 2 | 1 | 3 |
| 156 | 1 | 3 | 2 |
| 157 | 2 | 3 | 1 |
| 158 | 1 | 3 | 2 |
| 159 | 2 | 1 | 3 |
| 160 | 1 | 2 | 3 |
| 161 | 1 | 3 | 2 |
| 162 | 2 | 1 | 3 |
| 163 | 3 | 2 | 1 |
| 164 | 1 | 2 | 3 |
| 165 | 1 | 2 | 3 |
| 166 | 2 | 3 | 1 |
| 167 | 2 | 1 | 3 |
| 168 | 1 | 2 | 3 |
| 169 | 1 | 2 | 3 |
| 170 | 1 | 2 | 3 |
| 171 | 1 | 3 | 2 |
| 172 | 3 | 1 | 2 |
| 173 | 2 | 1 | 3 |
| 174 | 2 | 1 | 3 |



**Lampiran 8: Pilihan utama dari faktor-faktor manfaat yang diinginkan pada saat membeli produk pasta gigi Pepsodent.**

| No<br>Resp | Faktor-faktor yang dipertimbangkan |                     |                         |                    |                         |
|------------|------------------------------------|---------------------|-------------------------|--------------------|-------------------------|
|            | Menjaga kesehatan gigi             | Membuat nafas segar | Menghilangkan plak gigi | Membuat gigi putih | Mencegah gigi berhubang |
| 1          | 5                                  | 1                   | 4                       | 2                  | 3                       |
| 2          | 4                                  | 3                   | 2                       | 1                  | 5                       |
| 3          | 5                                  | 2                   | 3                       | 4                  | 1                       |
| 4          | 1                                  | 5                   | 2                       | 3                  | 4                       |
| 5          | 2                                  | 3                   | 4                       | 5                  | 1                       |
| 6          | 1                                  | 4                   | 3                       | 5                  | 2                       |
| 7          | 1                                  | 3                   | 5                       | 4                  | 2                       |
| 8          | 1                                  | 3                   | 2                       | 4                  | 5                       |
| 9          | 1                                  | 2                   | 3                       | 4                  | 5                       |
| 10         | 3                                  | 2                   | 4                       | 5                  | 1                       |
| 11         | 3                                  | 4                   | 5                       | 1                  | 2                       |
| 12         | 1                                  | 2                   | 4                       | 5                  | 3                       |
| 13         | 3                                  | 4                   | 2                       | 5                  | 1                       |
| 14         | 5                                  | 1                   | 4                       | 2                  | 3                       |
| 15         | 3                                  | 2                   | 5                       | 1                  | 4                       |
| 16         | 2                                  | 5                   | 4                       | 3                  | 1                       |
| 17         | 1                                  | 3                   | 5                       | 2                  | 4                       |
| 18         | 2                                  | 3                   | 5                       | 4                  | 1                       |
| 19         | 1                                  | 4                   | 2                       | 5                  | 3                       |
| 20         | 2                                  | 5                   | 1                       | 3                  | 4                       |
| 21         | 1                                  | 3                   | 4                       | 2                  | 5                       |
| 22         | 5                                  | 1                   | 4                       | 2                  | 3                       |
| 23         | 4                                  | 5                   | 1                       | 2                  | 3                       |
| 24         | 5                                  | 1                   | 4                       | 3                  | 2                       |
| 25         | 2                                  | 1                   | 5                       | 3                  | 4                       |
| 26         | 5                                  | 3                   | 2                       | 1                  | 4                       |
| 27         | 1                                  | 3                   | 5                       | 4                  | 2                       |
| 28         | 5                                  | 1                   | 3                       | 2                  | 4                       |
| 29         | 3                                  | 1                   | 5                       | 2                  | 4                       |
| 30         | 1                                  | 2                   | 3                       | 4                  | 5                       |
| 31         | 2                                  | 5                   | 3                       | 1                  | 4                       |
| 32         | 1                                  | 2                   | 5                       | 3                  | 4                       |
| 33         | 3                                  | 2                   | 1                       | 4                  | 5                       |
| 34         | 4                                  | 1                   | 5                       | 3                  | 2                       |
| 35         | 1                                  | 2                   | 3                       | 4                  | 5                       |
| 36         | 1                                  | 2                   | 4                       | 3                  | 5                       |
| 37         | 4                                  | 5                   | 2                       | 3                  | 1                       |
| 38         | 2                                  | 1                   | 5                       | 3                  | 4                       |
| 39         | 5                                  | 2                   | 1                       | 3                  | 4                       |
| 40         | 1                                  | 2                   | 3                       | 4                  | 5                       |
| 41         | 5                                  | 1                   | 4                       | 2                  | 3                       |
| 42         | 4                                  | 3                   | 2                       | 1                  | 5                       |
| 43         | 5                                  | 2                   | 3                       | 4                  | 1                       |
| 44         | 1                                  | 5                   | 2                       | 3                  | 4                       |
| 45         | 2                                  | 3                   | 4                       | 5                  | 1                       |

**Lampiran 10: Pilihan utama dari faktor-faktor manfaat yang diperoleh setelah menggunakan produk pasta gigi Pepsodent.**

| No   | Faktor-faktor yang dipertimbangkan |                     |                     |                        |
|------|------------------------------------|---------------------|---------------------|------------------------|
| Resp | Gigi menjadi putih                 | Nafas menjadi segar | Gigi menjadi bersih | Kesehatan gusi terjaga |
| 1    | 3                                  | 1                   | 2                   | 4                      |
| 2    | 4                                  | 3                   | 2                   | 1                      |
| 3    | 2                                  | 3                   | 1                   | 4                      |
| 4    | 4                                  | 3                   | 1                   | 2                      |
| 5    | 4                                  | 2                   | 1                   | 3                      |
| 6    | 4                                  | 3                   | 1                   | 2                      |
| 7    | 4                                  | 2                   | 3                   | 1                      |
| 8    | 4                                  | 2                   | 1                   | 3                      |
| 9    | 4                                  | 3                   | 2                   | 1                      |
| 10   | 3                                  | 2                   | 4                   | 1                      |
| 11   | 2                                  | 1                   | 3                   | 4                      |
| 12   | 4                                  | 2                   | 3                   | 1                      |
| 13   | 4                                  | 2                   | 3                   | 1                      |
| 14   | 4                                  | 1                   | 2                   | 3                      |
| 15   | 1                                  | 3                   | 2                   | 4                      |
| 16   | 3                                  | 4                   | 1                   | 2                      |
| 17   | 3                                  | 2                   | 1                   | 4                      |
| 18   | 4                                  | 3                   | 2                   | 1                      |
| 19   | 4                                  | 2                   | 1                   | 3                      |
| 20   | 1                                  | 3                   | 4                   | 2                      |
| 21   | 3                                  | 2                   | 1                   | 4                      |
| 22   | 3                                  | 1                   | 2                   | 4                      |
| 23   | 1                                  | 2                   | 3                   | 4                      |
| 24   | 4                                  | 2                   | 1                   | 3                      |
| 25   | 4                                  | 1                   | 2                   | 3                      |
| 26   | 3                                  | 2                   | 1                   | 4                      |
| 27   | 4                                  | 2                   | 3                   | 1                      |
| 28   | 3                                  | 1                   | 2                   | 4                      |
| 29   | 4                                  | 1                   | 2                   | 3                      |
| 30   | 4                                  | 1                   | 2                   | 3                      |
| 31   | 2                                  | 4                   | 3                   | 1                      |
| 32   | 3                                  | 2                   | 1                   | 4                      |
| 33   | 3                                  | 1                   | 2                   | 4                      |
| 34   | 4                                  | 2                   | 1                   | 3                      |
| 35   | 4                                  | 3                   | 2                   | 1                      |
| 36   | 2                                  | 4                   | 3                   | 1                      |
| 37   | 4                                  | 2                   | 1                   | 3                      |
| 38   | 4                                  | 1                   | 2                   | 3                      |
| 39   | 4                                  | 1                   | 2                   | 3                      |
| 40   | 2                                  | 3                   | 1                   | 4                      |
| 41   | 3                                  | 1                   | 2                   | 4                      |
| 42   | 4                                  | 3                   | 2                   | 1                      |
| 43   | 2                                  | 3                   | 1                   | 4                      |
| 44   | 4                                  | 3                   | 1                   | 2                      |
| 45   | 4                                  | 2                   | 1                   | 3                      |



**Lampiran 10: Pilihan utama dari faktor-faktor manfaat yang peroleh setelah menggunakan produk pasta gigi Pepsodent.**

|    |   |   |   |   |
|----|---|---|---|---|
| 46 | 4 | 3 | 1 | 2 |
| 47 | 4 | 2 | 3 | 1 |
| 48 | 4 | 2 | 1 | 3 |
| 49 | 4 | 3 | 2 | 1 |
| 50 | 3 | 2 | 4 | 1 |
| 51 | 2 | 1 | 3 | 4 |
| 52 | 4 | 2 | 3 | 1 |
| 53 | 4 | 2 | 3 | 1 |
| 54 | 4 | 1 | 2 | 3 |
| 55 | 1 | 3 | 2 | 4 |
| 56 | 3 | 4 | 1 | 2 |
| 57 | 3 | 2 | 1 | 4 |
| 58 | 4 | 3 | 2 | 1 |
| 59 | 4 | 2 | 1 | 3 |
| 60 | 1 | 3 | 4 | 2 |
| 61 | 3 | 2 | 1 | 4 |
| 62 | 3 | 1 | 2 | 4 |
| 63 | 1 | 2 | 3 | 4 |
| 64 | 4 | 2 | 1 | 3 |
| 65 | 4 | 1 | 2 | 3 |
| 66 | 3 | 2 | 1 | 4 |
| 67 | 4 | 2 | 3 | 1 |
| 68 | 3 | 1 | 2 | 4 |
| 69 | 4 | 1 | 2 | 3 |
| 70 | 4 | 1 | 2 | 3 |
| 71 | 2 | 4 | 3 | 1 |
| 72 | 3 | 2 | 1 | 4 |
| 73 | 3 | 1 | 2 | 4 |
| 74 | 4 | 2 | 1 | 3 |
| 75 | 4 | 3 | 2 | 1 |
| 76 | 2 | 4 | 3 | 1 |
| 77 | 4 | 2 | 1 | 3 |
| 78 | 4 | 1 | 2 | 3 |
| 79 | 4 | 1 | 2 | 3 |
| 80 | 2 | 3 | 1 | 4 |
| 81 | 3 | 1 | 2 | 4 |
| 82 | 4 | 3 | 2 | 1 |
| 83 | 2 | 3 | 1 | 4 |
| 84 | 4 | 3 | 1 | 2 |
| 85 | 4 | 2 | 1 | 3 |
| 86 | 4 | 3 | 1 | 2 |
| 87 | 4 | 2 | 3 | 1 |
| 88 | 4 | 2 | 1 | 3 |
| 89 | 4 | 3 | 2 | 1 |
| 90 | 3 | 2 | 4 | 1 |
| 91 | 2 | 1 | 3 | 4 |
| 92 | 4 | 2 | 3 | 1 |

**Lampiran 10: Pilihan utama dari faktor-faktor manfaat yang peroleh setelah menggunakan produk pasta gigi Pepsodent.**

|     |   |   |   |   |
|-----|---|---|---|---|
| 93  | 4 | 2 | 3 | 1 |
| 94  | 4 | 1 | 2 | 3 |
| 95  | 1 | 3 | 2 | 4 |
| 96  | 3 | 4 | 1 | 2 |
| 97  | 3 | 2 | 1 | 4 |
| 98  | 4 | 3 | 2 | 1 |
| 99  | 4 | 2 | 1 | 3 |
| 100 | 1 | 3 | 4 | 2 |
| 101 | 3 | 2 | 1 | 4 |
| 102 | 3 | 1 | 2 | 4 |
| 103 | 1 | 2 | 3 | 4 |
| 104 | 4 | 2 | 1 | 3 |
| 105 | 4 | 1 | 2 | 3 |
| 106 | 3 | 2 | 1 | 4 |
| 107 | 4 | 2 | 3 | 1 |
| 108 | 3 | 1 | 2 | 4 |
| 109 | 4 | 1 | 2 | 3 |
| 110 | 4 | 1 | 2 | 3 |
| 111 | 2 | 4 | 3 | 1 |
| 112 | 3 | 2 | 1 | 4 |
| 113 | 3 | 1 | 2 | 4 |
| 114 | 4 | 2 | 1 | 3 |
| 115 | 4 | 3 | 2 | 1 |
| 116 | 2 | 4 | 3 | 1 |
| 117 | 4 | 2 | 1 | 3 |
| 118 | 4 | 1 | 2 | 3 |
| 119 | 4 | 1 | 2 | 3 |
| 120 | 2 | 3 | 1 | 4 |
| 121 | 3 | 1 | 2 | 4 |
| 122 | 4 | 3 | 2 | 1 |
| 123 | 2 | 3 | 1 | 4 |
| 124 | 4 | 3 | 1 | 2 |
| 125 | 4 | 2 | 1 | 3 |
| 126 | 4 | 3 | 1 | 2 |
| 127 | 4 | 2 | 3 | 1 |
| 128 | 4 | 2 | 1 | 3 |
| 129 | 4 | 3 | 2 | 1 |
| 130 | 3 | 2 | 4 | 1 |
| 131 | 2 | 1 | 3 | 4 |
| 132 | 4 | 2 | 3 | 1 |
| 133 | 4 | 2 | 3 | 1 |
| 134 | 4 | 1 | 2 | 3 |
| 135 | 1 | 3 | 2 | 4 |
| 136 | 3 | 4 | 1 | 2 |
| 137 | 3 | 2 | 1 | 4 |
| 138 | 4 | 3 | 2 | 1 |
| 139 | 4 | 2 | 1 | 3 |



**Lampiran 10: Pilihan utama dari faktor-faktor manfaat yang peroleh setelah menggunakan produk pasta gigi Pepsodent.**

|     |   |   |   |   |
|-----|---|---|---|---|
| 140 | 1 | 3 | 4 | 2 |
| 141 | 3 | 2 | 1 | 4 |
| 142 | 3 | 1 | 2 | 4 |
| 143 | 1 | 2 | 3 | 4 |
| 144 | 4 | 2 | 1 | 3 |
| 145 | 4 | 1 | 2 | 3 |
| 146 | 3 | 2 | 1 | 4 |
| 147 | 4 | 2 | 3 | 1 |
| 148 | 3 | 1 | 2 | 4 |
| 149 | 4 | 1 | 2 | 3 |
| 150 | 4 | 1 | 2 | 3 |
| 151 | 2 | 4 | 3 | 1 |
| 152 | 3 | 2 | 1 | 4 |
| 153 | 3 | 1 | 2 | 4 |
| 154 | 4 | 2 | 1 | 3 |
| 155 | 4 | 3 | 2 | 1 |
| 156 | 2 | 4 | 3 | 1 |
| 157 | 4 | 2 | 1 | 3 |
| 158 | 4 | 1 | 2 | 3 |
| 159 | 4 | 1 | 2 | 3 |
| 160 | 2 | 3 | 1 | 4 |
| 161 | 3 | 1 | 2 | 4 |
| 162 | 4 | 3 | 2 | 1 |
| 163 | 2 | 3 | 1 | 4 |
| 164 | 4 | 3 | 1 | 2 |
| 165 | 4 | 2 | 1 | 3 |
| 166 | 4 | 3 | 1 | 2 |
| 167 | 4 | 2 | 3 | 1 |
| 168 | 4 | 2 | 1 | 3 |
| 169 | 4 | 3 | 2 | 1 |
| 170 | 3 | 2 | 4 | 1 |
| 171 | 2 | 1 | 3 | 4 |
| 172 | 4 | 2 | 3 | 1 |
| 173 | 4 | 2 | 3 | 1 |
| 174 | 4 | 1 | 2 | 3 |

Lampiran 11: Pilihan utama dari faktor-faktor yang diinginkan pada tube pasta gigi Pepsodent.

| No<br>Resp | Faktor-faktor yang dipertimbangkan      |                                   |                            |                        |
|------------|---|-----------------------------------|----------------------------|------------------------|
|            | Tube dari bahan<br>yang mudah digunakan | Tube dengan<br>warna yang menarik | Tutup tube<br>yang praktis | Bentuk tube<br>praktis |
| 1          | 1                                       | 4                                 | 3                          | 2                      |
| 2          | 4                                       | 3                                 | 1                          | 2                      |
| 3          | 2                                       | 3                                 | 1                          | 4                      |
| 4          | 3                                       | 4                                 | 1                          | 2                      |
| 5          | 1                                       | 4                                 | 3                          | 2                      |
| 6          | 4                                       | 2                                 | 1                          | 3                      |
| 7          | 3                                       | 2                                 | 4                          | 1                      |
| 8          | 3                                       | 4                                 | 1                          | 2                      |
| 9          | 1                                       | 3                                 | 2                          | 4                      |
| 10         | 3                                       | 4                                 | 1                          | 2                      |
| 11         | 1                                       | 2                                 | 4                          | 3                      |
| 12         | 3                                       | 4                                 | 1                          | 2                      |
| 13         | 4                                       | 1                                 | 3                          | 2                      |
| 14         | 2                                       | 3                                 | 1                          | 4                      |
| 15         | 3                                       | 4                                 | 2                          | 1                      |
| 16         | 3                                       | 4                                 | 2                          | 1                      |
| 17         | 1                                       | 3                                 | 2                          | 4                      |
| 18         | 4                                       | 3                                 | 2                          | 1                      |
| 19         | 1                                       | 4                                 | 2                          | 3                      |
| 20         | 2                                       | 1                                 | 3                          | 4                      |
| 21         | 3                                       | 1                                 | 2                          | 4                      |
| 22         | 3                                       | 4                                 | 2                          | 1                      |
| 23         | 1                                       | 4                                 | 3                          | 2                      |
| 24         | 3                                       | 1                                 | 4                          | 2                      |
| 25         | 3                                       | 4                                 | 2                          | 1                      |
| 26         | 1                                       | 3                                 | 4                          | 2                      |
| 27         | 1                                       | 3                                 | 2                          | 4                      |
| 28         | 4                                       | 1                                 | 2                          | 3                      |
| 29         | 4                                       | 3                                 | 2                          | 1                      |
| 30         | 4                                       | 3                                 | 2                          | 1                      |
| 31         | 1                                       | 4                                 | 3                          | 2                      |
| 32         | 1                                       | 2                                 | 3                          | 4                      |
| 33         | 4                                       | 1                                 | 3                          | 2                      |
| 34         | 4                                       | 3                                 | 2                          | 1                      |
| 35         | 1                                       | 2                                 | 3                          | 4                      |
| 36         | 3                                       | 4                                 | 1                          | 2                      |
| 37         | 3                                       | 4                                 | 2                          | 1                      |
| 38         | 1                                       | 4                                 | 2                          | 3                      |
| 39         | 4                                       | 2                                 | 3                          | 1                      |
| 40         | 3                                       | 4                                 | 1                          | 2                      |
| 41         | 1                                       | 4                                 | 3                          | 2                      |
| 42         | 4                                       | 3                                 | 1                          | 2                      |
| 43         | 2                                       | 3                                 | 1                          | 4                      |
| 44         | 3                                       | 4                                 | 1                          | 2                      |
| 45         | 1                                       | 4                                 | 3                          | 2                      |
| 46         | 4                                       | 2                                 | 1                          | 3                      |



**Lampiran 11: Pilihan utama dari faktor-faktor yang diinginkan pada tube pasta gigi Pepsodent.**

|    |   |   |   |   |
|----|---|---|---|---|
| 47 | 3 | 2 | 4 | 1 |
| 48 | 3 | 4 | 1 | 2 |
| 49 | 1 | 3 | 2 | 4 |
| 50 | 3 | 4 | 1 | 2 |
| 51 | 1 | 2 | 4 | 3 |
| 52 | 3 | 4 | 1 | 2 |
| 53 | 4 | 1 | 3 | 2 |
| 54 | 2 | 3 | 1 | 4 |
| 55 | 3 | 4 | 2 | 1 |
| 56 | 3 | 4 | 2 | 1 |
| 57 | 1 | 3 | 2 | 4 |
| 58 | 4 | 3 | 2 | 1 |
| 59 | 1 | 4 | 2 | 3 |
| 60 | 2 | 1 | 3 | 4 |
| 61 | 3 | 1 | 2 | 4 |
| 62 | 3 | 4 | 2 | 1 |
| 63 | 1 | 4 | 3 | 2 |
| 64 | 3 | 1 | 4 | 2 |
| 65 | 3 | 4 | 2 | 1 |
| 66 | 1 | 3 | 4 | 2 |
| 67 | 1 | 3 | 2 | 4 |
| 68 | 4 | 1 | 2 | 3 |
| 69 | 4 | 3 | 2 | 1 |
| 70 | 4 | 3 | 2 | 1 |
| 71 | 1 | 4 | 3 | 2 |
| 72 | 1 | 2 | 3 | 4 |
| 73 | 4 | 1 | 3 | 2 |
| 74 | 4 | 3 | 2 | 1 |
| 75 | 1 | 2 | 3 | 4 |
| 76 | 3 | 4 | 1 | 2 |
| 77 | 3 | 4 | 2 | 1 |
| 78 | 1 | 4 | 2 | 3 |
| 79 | 4 | 2 | 3 | 1 |
| 80 | 3 | 4 | 1 | 2 |
| 81 | 1 | 4 | 3 | 2 |
| 82 | 4 | 3 | 1 | 2 |
| 83 | 2 | 3 | 1 | 4 |
| 84 | 3 | 4 | 1 | 2 |
| 85 | 1 | 4 | 3 | 2 |
| 86 | 4 | 2 | 1 | 3 |
| 87 | 3 | 2 | 4 | 1 |
| 88 | 3 | 4 | 1 | 2 |
| 89 | 1 | 3 | 2 | 4 |
| 90 | 3 | 4 | 1 | 2 |
| 91 | 1 | 2 | 4 | 3 |
| 92 | 3 | 4 | 1 | 2 |
| 93 | 4 | 1 | 3 | 2 |
| 94 | 2 | 3 | 1 | 4 |
| 95 | 3 | 4 | 2 | 1 |

Lampiran 11: Pilihan utama dari faktor-faktor yang diinginkan pada tube pasta gigi Pepsodent.

|     |   |   |   |   |
|-----|---|---|---|---|
| 96  | 3 | 4 | 2 | 1 |
| 97  | 1 | 3 | 2 | 4 |
| 98  | 4 | 3 | 2 | 1 |
| 99  | 1 | 4 | 2 | 3 |
| 100 | 2 | 1 | 3 | 4 |
| 101 | 3 | 1 | 2 | 4 |
| 102 | 3 | 4 | 2 | 1 |
| 103 | 1 | 4 | 3 | 2 |
| 104 | 3 | 1 | 4 | 2 |
| 105 | 3 | 4 | 2 | 1 |
| 106 | 1 | 3 | 4 | 2 |
| 107 | 1 | 3 | 2 | 4 |
| 108 | 4 | 1 | 2 | 3 |
| 109 | 4 | 3 | 2 | 1 |
| 110 | 4 | 3 | 2 | 1 |
| 111 | 1 | 4 | 3 | 2 |
| 112 | 1 | 2 | 3 | 4 |
| 113 | 4 | 1 | 3 | 2 |
| 114 | 4 | 3 | 2 | 1 |
| 115 | 1 | 2 | 3 | 4 |
| 116 | 3 | 4 | 1 | 2 |
| 117 | 3 | 4 | 2 | 1 |
| 118 | 1 | 4 | 2 | 3 |
| 119 | 4 | 2 | 3 | 1 |
| 120 | 3 | 4 | 1 | 2 |
| 121 | 1 | 4 | 3 | 2 |
| 122 | 4 | 3 | 1 | 2 |
| 123 | 2 | 3 | 1 | 4 |
| 124 | 3 | 4 | 1 | 2 |
| 125 | 1 | 4 | 3 | 2 |
| 126 | 4 | 2 | 1 | 3 |
| 127 | 3 | 2 | 4 | 1 |
| 128 | 3 | 4 | 1 | 2 |
| 129 | 1 | 3 | 2 | 4 |
| 130 | 3 | 4 | 1 | 2 |
| 131 | 1 | 2 | 4 | 3 |
| 132 | 3 | 4 | 1 | 2 |
| 133 | 4 | 1 | 3 | 2 |
| 134 | 2 | 3 | 1 | 4 |
| 135 | 3 | 4 | 2 | 1 |
| 136 | 3 | 4 | 2 | 1 |
| 137 | 1 | 3 | 2 | 4 |
| 138 | 4 | 3 | 2 | 1 |
| 139 | 1 | 4 | 2 | 3 |
| 140 | 2 | 1 | 3 | 4 |
| 141 | 3 | 1 | 2 | 4 |
| 142 | 3 | 4 | 2 | 1 |
| 143 | 1 | 4 | 3 | 2 |
| 144 | 3 | 1 | 4 | 2 |



Lampiran 11: Pilihan utama dari faktor-faktor yang diinginkan pada tube pasta gigi Pepsodent.

|     |   |   |   |   |
|-----|---|---|---|---|
| 145 | 3 | 4 | 2 | 1 |
| 146 | 1 | 3 | 4 | 2 |
| 147 | 1 | 3 | 2 | 4 |
| 148 | 4 | 1 | 2 | 3 |
| 149 | 4 | 3 | 2 | 1 |
| 150 | 4 | 3 | 2 | 1 |
| 151 | 1 | 4 | 3 | 2 |
| 152 | 1 | 2 | 3 | 4 |
| 153 | 4 | 1 | 3 | 2 |
| 154 | 4 | 3 | 2 | 1 |
| 155 | 1 | 2 | 3 | 4 |
| 156 | 3 | 4 | 1 | 2 |
| 157 | 3 | 4 | 2 | 1 |
| 158 | 1 | 4 | 2 | 3 |
| 159 | 4 | 2 | 3 | 1 |
| 160 | 3 | 4 | 1 | 2 |
| 161 | 1 | 4 | 3 | 2 |
| 162 | 4 | 3 | 1 | 2 |
| 163 | 2 | 3 | 1 | 4 |
| 164 | 3 | 4 | 1 | 2 |
| 165 | 1 | 4 | 3 | 2 |
| 166 | 4 | 2 | 1 | 3 |
| 167 | 3 | 2 | 4 | 1 |
| 168 | 3 | 4 | 1 | 2 |
| 169 | 1 | 3 | 2 | 4 |
| 170 | 3 | 4 | 1 | 2 |
| 171 | 1 | 2 | 4 | 3 |
| 172 | 3 | 4 | 1 | 2 |
| 173 | 4 | 1 | 3 | 2 |
| 174 | 2 | 3 | 1 | 4 |

Lampiran 12: Pilihan utama dari faktor-faktor yang diperhatikan pada kemasan kotak pembungkus.

| No<br>Resp | Faktor-faktor yang dipertimbangkan |                       |                |                |
|------------|------------------------------------|-----------------------|----------------|----------------|
|            | Komposisi formula<br>pasta gigi    | Manfaat<br>pasta gigi | Tampilan merek | Desain kemasan |
| 1          | 2                                  | 1                     | 3              | 4              |
| 2          | 2                                  | 3                     | 4              | 1              |
| 3          | 1                                  | 3                     | 2              | 4              |
| 4          | 2                                  | 1                     | 4              | 3              |
| 5          | 2                                  | 3                     | 4              | 1              |
| 6          | 3                                  | 2                     | 4              | 1              |
| 7          | 2                                  | 1                     | 4              | 3              |
| 8          | 1                                  | 2                     | 3              | 4              |
| 9          | 1                                  | 3                     | 2              | 4              |
| 10         | 1                                  | 4                     | 3              | 2              |
| 11         | 2                                  | 1                     | 4              | 3              |
| 12         | 2                                  | 1                     | 3              | 4              |
| 13         | 3                                  | 2                     | 4              | 1              |
| 14         | 2                                  | 1                     | 4              | 3              |
| 15         | 4                                  | 2                     | 1              | 3              |
| 16         | 3                                  | 2                     | 4              | 1              |
| 17         | 1                                  | 2                     | 3              | 4              |
| 18         | 4                                  | 3                     | 2              | 1              |
| 19         | 2                                  | 1                     | 4              | 3              |
| 20         | 1                                  | 4                     | 3              | 2              |
| 21         | 2                                  | 4                     | 3              | 1              |
| 22         | 4                                  | 3                     | 2              | 1              |
| 23         | 1                                  | 3                     | 4              | 2              |
| 24         | 4                                  | 2                     | 1              | 3              |
| 25         | 2                                  | 1                     | 4              | 3              |
| 26         | 3                                  | 1                     | 2              | 4              |
| 27         | 1                                  | 2                     | 4              | 3              |
| 28         | 4                                  | 3                     | 2              | 1              |
| 29         | 4                                  | 2                     | 3              | 1              |
| 30         | 3                                  | 1                     | 2              | 4              |
| 31         | 2                                  | 1                     | 3              | 4              |
| 32         | 4                                  | 3                     | 1              | 2              |
| 33         | 3                                  | 4                     | 2              | 1              |
| 34         | 4                                  | 1                     | 2              | 3              |
| 35         | 2                                  | 1                     | 3              | 4              |
| 36         | 2                                  | 1                     | 4              | 3              |
| 37         | 1                                  | 4                     | 3              | 2              |
| 38         | 4                                  | 3                     | 1              | 2              |
| 39         | 4                                  | 3                     | 1              | 2              |
| 40         | 1                                  | 4                     | 3              | 2              |
| 41         | 2                                  | 1                     | 3              | 4              |
| 42         | 2                                  | 3                     | 4              | 1              |
| 43         | 1                                  | 3                     | 2              | 4              |
| 44         | 2                                  | 1                     | 4              | 3              |
| 45         | 2                                  | 3                     | 4              | 1              |



Lampiran 12: Pilihan utama dari faktor-faktor yang diperhatikan pada kemasan kotak pembungkus.

|    |   |   |   |   |
|----|---|---|---|---|
| 46 | 3 | 2 | 4 | 1 |
| 47 | 2 | 1 | 4 | 3 |
| 48 | 1 | 2 | 3 | 4 |
| 49 | 1 | 3 | 2 | 4 |
| 50 | 1 | 4 | 3 | 2 |
| 51 | 2 | 1 | 4 | 3 |
| 52 | 2 | 1 | 3 | 4 |
| 53 | 3 | 2 | 4 | 1 |
| 54 | 2 | 1 | 4 | 3 |
| 55 | 4 | 2 | 1 | 3 |
| 56 | 3 | 2 | 4 | 1 |
| 57 | 1 | 2 | 3 | 4 |
| 58 | 4 | 3 | 2 | 1 |
| 59 | 2 | 1 | 4 | 3 |
| 60 | 1 | 4 | 3 | 2 |
| 61 | 2 | 4 | 3 | 1 |
| 62 | 4 | 3 | 2 | 1 |
| 63 | 1 | 3 | 4 | 2 |
| 64 | 4 | 2 | 1 | 3 |
| 65 | 2 | 1 | 4 | 3 |
| 66 | 3 | 1 | 2 | 4 |
| 67 | 1 | 2 | 4 | 3 |
| 68 | 4 | 3 | 2 | 1 |
| 69 | 4 | 2 | 3 | 1 |
| 70 | 3 | 1 | 2 | 4 |
| 71 | 2 | 1 | 3 | 4 |
| 72 | 4 | 3 | 1 | 2 |
| 73 | 3 | 4 | 2 | 1 |
| 74 | 4 | 1 | 2 | 3 |
| 75 | 2 | 1 | 3 | 4 |
| 76 | 2 | 1 | 4 | 3 |
| 77 | 1 | 4 | 3 | 2 |
| 78 | 4 | 3 | 1 | 2 |
| 79 | 4 | 3 | 1 | 2 |
| 80 | 1 | 4 | 3 | 2 |
| 81 | 2 | 1 | 3 | 4 |
| 82 | 2 | 3 | 4 | 1 |
| 83 | 1 | 3 | 2 | 4 |
| 84 | 2 | 1 | 4 | 3 |
| 85 | 2 | 3 | 4 | 1 |
| 86 | 3 | 2 | 4 | 1 |
| 87 | 2 | 1 | 4 | 3 |
| 88 | 1 | 2 | 3 | 4 |
| 89 | 1 | 3 | 2 | 4 |
| 90 | 1 | 4 | 3 | 2 |
| 91 | 2 | 1 | 4 | 3 |
| 92 | 2 | 1 | 3 | 4 |
| 93 | 3 | 2 | 4 | 1 |

Lampiran 12: Pilihan utama dari faktor-faktor yang diperhatikan pada kemasan kotak pembungkus.

|     |   |   |   |   |
|-----|---|---|---|---|
| 94  | 2 | 1 | 4 | 3 |
| 95  | 4 | 2 | 1 | 3 |
| 96  | 3 | 2 | 4 | 1 |
| 97  | 1 | 2 | 3 | 4 |
| 98  | 4 | 3 | 2 | 1 |
| 99  | 2 | 1 | 4 | 3 |
| 100 | 1 | 4 | 3 | 2 |
| 101 | 2 | 4 | 3 | 1 |
| 102 | 4 | 3 | 2 | 1 |
| 103 | 1 | 3 | 4 | 2 |
| 104 | 4 | 2 | 1 | 3 |
| 105 | 2 | 1 | 4 | 3 |
| 106 | 3 | 1 | 2 | 4 |
| 107 | 1 | 2 | 4 | 3 |
| 108 | 4 | 3 | 2 | 1 |
| 109 | 4 | 2 | 3 | 1 |
| 110 | 3 | 1 | 2 | 4 |
| 111 | 2 | 1 | 3 | 4 |
| 112 | 4 | 3 | 1 | 2 |
| 113 | 3 | 4 | 2 | 1 |
| 114 | 4 | 1 | 2 | 3 |
| 115 | 2 | 1 | 3 | 4 |
| 116 | 2 | 1 | 4 | 3 |
| 117 | 1 | 4 | 3 | 2 |
| 118 | 4 | 3 | 1 | 2 |
| 119 | 4 | 3 | 1 | 2 |
| 120 | 1 | 4 | 3 | 2 |
| 121 | 2 | 1 | 3 | 4 |
| 122 | 2 | 3 | 4 | 1 |
| 123 | 1 | 3 | 2 | 4 |
| 124 | 2 | 1 | 4 | 3 |
| 125 | 2 | 3 | 4 | 1 |
| 126 | 3 | 2 | 4 | 1 |
| 127 | 2 | 1 | 4 | 3 |
| 128 | 1 | 2 | 3 | 4 |
| 129 | 1 | 3 | 2 | 4 |
| 130 | 1 | 4 | 3 | 2 |
| 131 | 2 | 1 | 4 | 3 |
| 132 | 2 | 1 | 3 | 4 |
| 133 | 3 | 2 | 4 | 1 |
| 134 | 2 | 1 | 4 | 3 |
| 135 | 4 | 2 | 1 | 3 |
| 136 | 3 | 2 | 4 | 1 |
| 137 | 1 | 2 | 3 | 4 |
| 138 | 4 | 3 | 2 | 1 |
| 139 | 2 | 1 | 4 | 3 |
| 140 | 1 | 4 | 3 | 2 |
| 141 | 2 | 4 | 3 | 1 |



Lampiran 12: Pilihan mana dari faktor-faktor yang diperhatikan pada kemasan kotak pembungkus.

|     |   |   |   |   |
|-----|---|---|---|---|
| 142 | 4 | 3 | 2 | 1 |
| 143 | 1 | 3 | 4 | 2 |
| 144 | 4 | 2 | 1 | 3 |
| 145 | 2 | 1 | 4 | 3 |
| 146 | 3 | 1 | 2 | 4 |
| 147 | 1 | 2 | 4 | 3 |
| 148 | 4 | 3 | 2 | 1 |
| 149 | 4 | 2 | 3 | 1 |
| 150 | 3 | 1 | 2 | 4 |
| 151 | 2 | 1 | 3 | 4 |
| 152 | 4 | 3 | 1 | 2 |
| 153 | 3 | 4 | 2 | 1 |
| 154 | 4 | 1 | 2 | 3 |
| 155 | 2 | 1 | 3 | 4 |
| 156 | 2 | 1 | 4 | 3 |
| 157 | 1 | 4 | 3 | 2 |
| 158 | 4 | 3 | 1 | 2 |
| 159 | 4 | 3 | 1 | 2 |
| 160 | 1 | 4 | 3 | 2 |
| 161 | 2 | 1 | 3 | 4 |
| 162 | 2 | 3 | 4 | 1 |
| 163 | 1 | 3 | 2 | 4 |
| 164 | 2 | 1 | 4 | 3 |
| 165 | 2 | 3 | 4 | 1 |
| 166 | 3 | 2 | 4 | 1 |
| 167 | 2 | 1 | 4 | 3 |
| 168 | 1 | 2 | 3 | 4 |
| 169 | 1 | 3 | 2 | 4 |
| 170 | 1 | 4 | 3 | 2 |
| 171 | 2 | 1 | 4 | 3 |
| 172 | 2 | 1 | 3 | 4 |
| 173 | 3 | 2 | 4 | 1 |
| 174 | 2 | 1 | 4 | 3 |

Lampiran 13: Pilihan utama dari faktor-faktor yang diinginkan pada kemasan kotak pemanggus.

| No<br>Resp | Faktor-faktor yang dipertimbangkan |                       |                |                |
|------------|------------------------------------|-----------------------|----------------|----------------|
|            | Komposisi formula<br>pasta gigi    | Manfaat<br>pasta gigi | Tampilan merek | Desain kemasan |
| 1          | 2                                  | 1                     | 3              | 4              |
| 2          | 4                                  | 1                     | 2              | 3              |
| 3          | 1                                  | 1                     | 2              | 3              |
| 4          | 3                                  | 4                     | 2              | 1              |
| 5          | 3                                  | 4                     | 2              | 1              |
| 6          | 4                                  | 1                     | 2              | 3              |
| 7          | 2                                  | 1                     | 4              | 3              |
| 8          | 1                                  | 2                     | 3              | 4              |
| 9          | 1                                  | 4                     | 3              | 2              |
| 10         | 3                                  | 4                     | 1              | 2              |
| 11         | 3                                  | 4                     | 1              | 2              |
| 12         | 2                                  | 1                     | 3              | 4              |
| 13         | 3                                  | 2                     | 4              | 1              |
| 14         | 2                                  | 1                     | 3              | 4              |
| 15         | 4                                  | 1                     | 2              | 3              |
| 16         | 3                                  | 1                     | 1              | 2              |
| 17         | 4                                  | 1                     | 2              | 3              |
| 18         | 4                                  | 3                     | 2              | 1              |
| 19         | 2                                  | 1                     | 1              | 3              |
| 20         | 1                                  | 4                     | 3              | 2              |
| 21         | 3                                  | 2                     | 1              | 4              |
| 22         | 4                                  | 1                     | 2              | 3              |
| 23         | 1                                  | 3                     | 4              | 2              |
| 24         | 4                                  | 2                     | 1              | 3              |
| 25         | 2                                  | 1                     | 4              | 3              |
| 26         | 3                                  | 2                     | 4              | 1              |
| 27         | 1                                  | 2                     | 3              | 4              |
| 28         | 4                                  | 3                     | 2              | 1              |
| 29         | 3                                  | 2                     | 4              | 1              |
| 30         | 1                                  | 2                     | 4              | 3              |
| 31         | 2                                  | 1                     | 3              | 4              |
| 32         | 1                                  | 2                     | 3              | 4              |
| 33         | 4                                  | 3                     | 1              | 2              |
| 34         | 4                                  | 2                     | 1              | 3              |
| 35         | 2                                  | 1                     | 3              | 4              |
| 36         | 2                                  | 1                     | 4              | 3              |
| 37         | 1                                  | 4                     | 3              | 2              |
| 38         | 4                                  | 3                     | 1              | 2              |
| 39         | 4                                  | 1                     | 3              | 2              |
| 40         | 2                                  | 4                     | 1              | 3              |
| 41         | 2                                  | 1                     | 3              | 4              |
| 42         | 4                                  | 1                     | 2              | 3              |
| 43         | 1                                  | 1                     | 2              | 3              |
| 44         | 3                                  | 4                     | 2              | 1              |
| 45         | 3                                  | 4                     | 2              | 1              |



Lampiran 13: Pilihan utama dari faktor-faktor yang diinginkan pada kemasan kotak pembungkus.

|    |   |   |   |   |
|----|---|---|---|---|
| 46 | 4 | 1 | 2 | 3 |
| 47 | 2 | 1 | 4 | 3 |
| 48 | 1 | 2 | 3 | 4 |
| 49 | 1 | 4 | 3 | 2 |
| 50 | 3 | 4 | 1 | 2 |
| 51 | 3 | 1 | 1 | 2 |
| 52 | 2 | 1 | 3 | 4 |
| 53 | 3 | 2 | 4 | 1 |
| 54 | 2 | 1 | 3 | 4 |
| 55 | 4 | 1 | 2 | 3 |
| 56 | 3 | 4 | 1 | 2 |
| 57 | 4 | 1 | 2 | 3 |
| 58 | 4 | 3 | 2 | 1 |
| 59 | 2 | 1 | 4 | 3 |
| 60 | 1 | 4 | 3 | 2 |
| 61 | 3 | 2 | 1 | 4 |
| 62 | 4 | 1 | 2 | 3 |
| 63 | 1 | 3 | 4 | 2 |
| 64 | 4 | 2 | 1 | 3 |
| 65 | 2 | 1 | 4 | 3 |
| 66 | 3 | 2 | 4 | 1 |
| 67 | 1 | 2 | 3 | 4 |
| 68 | 4 | 3 | 2 | 1 |
| 69 | 3 | 2 | 4 | 1 |
| 70 | 1 | 2 | 4 | 3 |
| 71 | 2 | 1 | 3 | 4 |
| 72 | 1 | 2 | 3 | 4 |
| 73 | 4 | 3 | 1 | 2 |
| 74 | 4 | 2 | 1 | 3 |
| 75 | 2 | 1 | 3 | 4 |
| 76 | 2 | 1 | 4 | 3 |
| 77 | 1 | 4 | 3 | 2 |
| 78 | 4 | 3 | 1 | 2 |
| 79 | 4 | 1 | 3 | 2 |
| 80 | 2 | 4 | 1 | 3 |
| 81 | 2 | 1 | 3 | 4 |
| 82 | 4 | 1 | 2 | 3 |
| 83 | 1 | 4 | 2 | 3 |
| 84 | 3 | 4 | 2 | 1 |
| 85 | 3 | 4 | 2 | 1 |
| 86 | 4 | 1 | 2 | 3 |
| 87 | 2 | 1 | 4 | 3 |
| 88 | 1 | 2 | 3 | 4 |
| 89 | 1 | 4 | 3 | 2 |
| 90 | 3 | 4 | 1 | 2 |
| 91 | 3 | 4 | 1 | 2 |
| 92 | 2 | 1 | 3 | 4 |
| 93 | 3 | 2 | 4 | 1 |

Lampiran 3.3: Rumus utama dari faktor-faktor yang diinginkan pada kemasan kotak pembungkus.

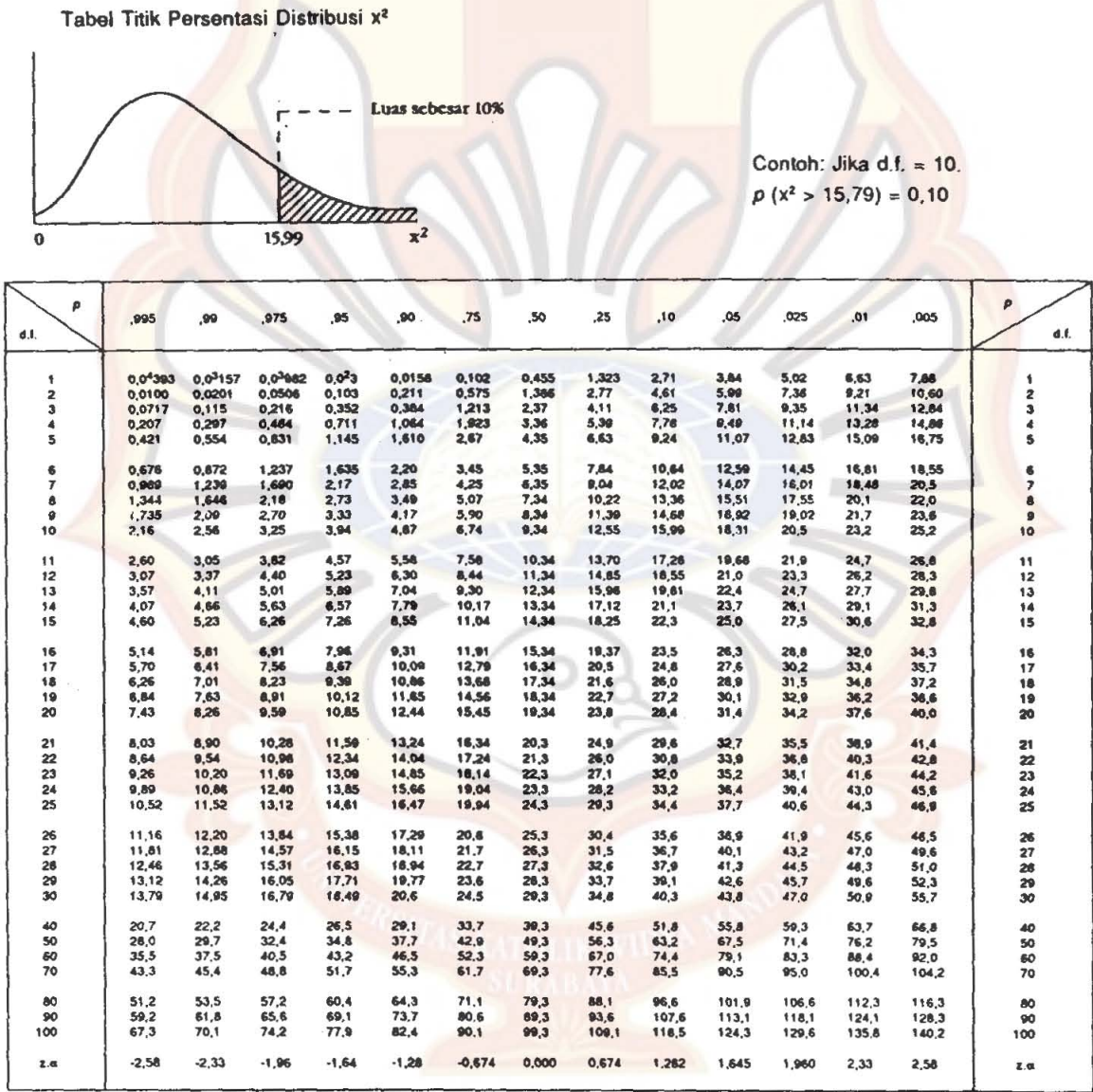
|     |   |   |   |   |
|-----|---|---|---|---|
| 91  | 2 | 1 | 4 | 4 |
| 95  | 4 | 1 | 2 | 3 |
| 96  | 3 | 4 | 1 | 2 |
| 97  | 4 | 1 | 2 | 3 |
| 98  | 4 | 3 | 2 | 1 |
| 99  | 2 | 1 | 4 | 3 |
| 100 | 1 | 4 | 3 | 2 |
| 101 | 3 | 2 | 1 | 4 |
| 102 | 4 | 1 | 2 | 3 |
| 103 | 1 | 3 | 4 | 2 |
| 104 | 4 | 2 | 1 | 3 |
| 105 | 2 | 1 | 4 | 3 |
| 106 | 3 | 2 | 4 | 1 |
| 107 | 1 | 2 | 3 | 4 |
| 108 | 4 | 3 | 2 | 1 |
| 109 | 3 | 2 | 4 | 1 |
| 110 | 1 | 2 | 4 | 3 |
| 111 | 2 | 1 | 3 | 4 |
| 112 | 1 | 2 | 3 | 4 |
| 113 | 4 | 3 | 1 | 2 |
| 114 | 4 | 2 | 1 | 3 |
| 115 | 2 | 1 | 3 | 4 |
| 116 | 2 | 1 | 4 | 3 |
| 117 | 1 | 4 | 3 | 2 |
| 118 | 4 | 3 | 1 | 2 |
| 119 | 4 | 1 | 3 | 2 |
| 120 | 2 | 1 | 1 | 3 |
| 121 | 4 | 1 | 4 | 4 |
| 122 | 4 | 1 | 2 | 3 |
| 123 | 1 | 1 | 2 | 3 |
| 124 | 3 | 4 | 2 | 1 |
| 125 | 3 | 4 | 2 | 1 |
| 126 | 1 | 1 | 2 | 3 |
| 127 | 2 | 1 | 4 | 3 |
| 128 | 1 | 2 | 2 | 4 |
| 129 | 1 | 4 | 3 | 2 |
| 130 | 3 | 4 | 1 | 2 |
| 131 | 3 | 4 | 1 | 2 |
| 132 | 2 | 1 | 3 | 4 |
| 133 | 3 | 2 | 4 | 1 |
| 134 | 2 | 1 | 4 | 4 |
| 135 | 4 | 1 | 2 | 3 |
| 136 | 3 | 1 | 1 | 2 |
| 137 | 4 | 1 | 2 | 3 |
| 138 | 4 | 3 | 2 | 1 |
| 139 | 2 | 1 | 4 | 3 |
| 140 | 1 | 4 | 3 | 2 |
| 141 | 3 | 2 | 1 | 4 |



Lampiran 13: Pilihan utama dari faktor-faktor yang diinginkan pada kemasan kotak pembungkus.

|     |   |   |   |   |
|-----|---|---|---|---|
| 142 | 4 | 1 | 2 | 3 |
| 143 | 1 | 3 | 4 | 2 |
| 144 | 1 | 2 | 1 | 3 |
| 145 | 2 | 1 | 4 | 3 |
| 146 | 3 | 2 | 4 | 1 |
| 147 | 1 | 2 | 3 | 4 |
| 148 | 4 | 3 | 2 | 1 |
| 149 | 3 | 2 | 4 | 1 |
| 150 | 1 | 2 | 4 | 3 |
| 151 | 2 | 1 | 3 | 4 |
| 152 | 1 | 2 | 3 | 4 |
| 153 | 4 | 3 | 1 | 2 |
| 154 | 4 | 2 | 1 | 3 |
| 155 | 2 | 1 | 2 | 4 |
| 156 | 2 | 1 | 4 | 3 |
| 157 | 1 | 1 | 3 | 2 |
| 158 | 4 | 3 | 1 | 2 |
| 159 | 4 | 1 | 3 | 2 |
| 160 | 2 | 1 | 1 | 3 |
| 161 | 2 | 1 | 4 | 4 |
| 162 | 4 | 1 | 2 | 3 |
| 163 | 1 | 4 | 2 | 3 |
| 164 | 3 | 4 | 2 | 1 |
| 165 | 3 | 4 | 2 | 1 |
| 166 | 4 | 1 | 2 | 3 |
| 167 | 2 | 1 | 4 | 3 |
| 168 | 1 | 2 | 3 | 4 |
| 169 | 1 | 4 | 3 | 2 |
| 170 | 3 | 4 | 1 | 2 |
| 171 | 3 | 4 | 1 | 2 |
| 172 | 2 | 1 | 3 | 4 |
| 173 | 3 | 2 | 4 | 1 |
| 174 | 2 | 1 | 3 | 4 |

Lampiran XI.  
TABEL  $\chi^2$  (CHI SQUARE)



Sumber: Tabel ini disusun serta disingkat dari "Table of Percentage Point of the  $\chi^2$  Distribution", oleh Catherine H. Thomson, *Biometrika*, Vol. 32 (1941), Nm. 187 - 191. Izin Penerbit The Editors of Biometrics Department of Statistics University College London.



## Lampiran : Kuesioner

### Data Responden

Nama : .....

Usia : .....Th

Jenis Kelamin: Pria/Wanita (coret yang tidak dipilih)

Pendidikan : .....

### I. Jawablah pertanyaan dibawah ini dengan memilih salah satu jawaban yang tersedia.

1. Dari manakah informasi yang anda jadikan sebagai acuan pada saat anda memilih pasta gigi:
  - a. Dari iklan tv
  - b. Dari iklan radio
  - c. Dari media cetak
  - d. Dari keluarga
  - e. Dari teman
2. Hal apa yang membuat anda menggunakan produk yang anda gunakan sekarang:
  - a. ingin mencoba
  - b. tertarik setelah melihat/mendengar/membaca iklan di media massa
  - c. karena kebiasaan dari keluarga
  - d. informasi dari teman/saudara/orang lain
  - e. karena ingin mendapatkan manfaat dari menggunakan produk tersebut
3. Dalam mengkonsumsi produk pasta gigi anda mempunyai peranan sebagai:
  - a. Initiator/penggagas
  - b. Influencer/pemberi pengaruh
  - c. Decider/pengambil keputusan
  - d. Buyer/ pembeli
  - e. User/pemakai
4. Variabel apa yang anda pilih dan dijadikan pertimbangan pada waktu anda membeli pasta gigi:
  - a. Harga b. Rasa c. Manfaat d. Ukuran e. Kemasan
5. Berapa kali anda dalam sehari anda menyikat gigi:

- a. 1x b. 2x c. 3x d. 4x e. lebih dari 4x
6. Ditempat mana biasanya anda membeli pasta gigi:
- Supermarket
  - Mini market
  - Toko
  - Kios/warung
7. Ukuran pasta gigi yang anda gunakan:
- Besar
  - Sedang
  - Kecil
8. Merek pasta gigi yang anda gunakan saat ini:
- Pepsodent
  - Close up
  - Ciptadent
  - Formula
  - lainnya (sebutkan):.....
- **Berikan no sesuai dengan urutan dari tingkatan yang terpenting dengan urutan (1) sebagai yang tertinggi sampai yang terendah.**
- A. Harga**
- Menurut anda dalam hal harga apa yang anda paling inginkan:  
☐ Potongan harga/discount  
☐ Bonus dari pembelian produk tersebut  
☐ Hadiah langsung  
☐ Harga yang sesuai dengan manfaat dan keinginan
  - Dalam hubungannya dengan kualitas produk, hal yang anda dapatkan dari produk pasta gigi Pepsodent yang anda gunakan:  
☐ Mengandung formula yang bermanfaat  
☐ Mutu yang sesuai dengan harga  
☐ Keunggulan produk yang tidak ada di produk lain  
☐ Manfaat yang diperoleh dari menggunakan produk tersebut
  - Hal yang anda inginkan dari produk pasta gigi Pepsodent berkenaan dengan tingkat harga sekarang ini:



- ( ) Kemasan yang lebih menarik
- ( ) Manfaat bagi kesehatan dan perawatan gigi dan gusi
- ( ) Perubahan bentuk dari pasta menjadi gel

#### **B. Rasa**

1. Pilihan rasa yang anda sukai:

- ( ) Pedas
- ( ) Mint
- ( ) Segar
- ( ) Kesat/bersih

2. Rasa yang dominan yang anda rasakan pada saat menggunakan pasta gigi Pepsodent:

- ( ) Pedas
- ( ) Mint
- ( ) Segar
- ( ) Kesat/bersih

3. Hal yang anda rasakan setelah menggunakan pasta gigi Pepsodent:

- ( ) Pedas
- ( ) Mint
- ( ) Segar
- ( ) Kesat/bersih

#### **C. Manfaat**

1. Manfaat yang anda inginkan pada saat membeli pasta gigi Pepsodent:

- ( ) Menjaga kesehatan gusi
- ( ) Membuat nafas menjadi segar
- ( ) Menghilangkan plak pada gigi
- ( ) Membuat gigi menjadi putih
- ( ) Mencegah gigi berlubang

2. Menurut anda manfaat yang anda peroleh pada saat menggunakan pasta gigi Pepsodent:

- ( ) Menghilangkan sisa makanan dan minuman pada gigi
- ( ) Menghilangkan plak pada gigi

- ( ) Membunuh kuman penyebab gigi berlubang
3. Manfaat yang anda peroleh setelah menggunakan pasta gigi Pepsodent:
- ( ) Gigi menjadi lebih putih
- ( ) Nafas menjadi segar
- ( ) Gigi menjadi bersih
- ( ) Kesehatan gusi menjadi terjaga

**D. Kemasan**

1. Hal yang inginkan dari tube pasta gigi:
- ( ) Tube dengan bahan dari bahan yang mudah penggunaannya
- ( ) Tube dengan perpaduan warna yang menarik
- ( ) Tutup tube yang praktis digunakan
- ( ) Bentuk tubenya praktis dan mudah digunakan
2. Hal yang anda perhatikan pada kemasan kotak pembungkus:
- ( ) Komposisi formula dari pasta gigi
- ( ) Manfaat dari pasta gigi
- ( ) Tampilan merek yang menarik dan jelas
- ( ) Desain kemasan yang menarik
3. Hal yang anda inginkan pada kemasan kotak pembungkus:
- ( ) Komposisi formula dari pasta gigi
- ( ) Manfaat dari pasta gigi
- ( ) Tampilan merek yang menarik dan jelas
- ( ) Desain kemasan yang menarik